



NEWS RELEASE

**THE BALVENIE BECOMES AMBASSADOR OF SLOW  
Artisan Speyside distillery becomes first Scotch whisky to pledge support for  
Slow Food movement**

The Balvenie Distillery in Speyside Scotland has become the first UK producer to become a supporting member of non-profit organisation, Slow Food.

As an official Slow Food supporter, the traditional Speyside distillery will join forces with Slow Food in the UK in a series of events to showcase traditional production methods and the wider benefits of the 'slow' approach to food and drink production and appreciation.

The Balvenie is the only remaining single malt whisky distillery in Scotland to grow its own barley, malt in its own traditional floor maltings, still employ a team of coopers to tend all its oak casks and a coppersmith to maintain its stills. It was the distillery's commitment to retaining rare whisky making crafts that brought the Speyside distillery to the attention of Slow Food - a non-profit organization that campaigns to raise awareness of the disappearance of local food traditions and support small scale food producers.

"We're very proud of our craftsmen at The Balvenie but we're not about maintaining tradition for tradition's sake", says Malt Master David Stewart, who last year celebrated his 46th year in whisky making. "Our support for Slow Food is about promoting respect for traditional production methods that, in our case, are what create The Balvenie's uniquely honeyed character and make our single malt what it is".

Says Catherine Gazzoli of Slow Food, "It's hard to think of a product that better embodies the principles of 'slow' than single malt Scotch whisky. It's a real test of patience, skill and commitment to your craft, qualities too often forgotten in today's world of mass production. It's our hope that The Balvenie's partnership with Slow Food will help strengthen the growing movement in support of producers who retain these all-important ingredients of time, care and craftsmanship; so they are not lost forever."

ENDS



## Notes to editors

- ❖ Slow Food is a non-profit organization, founded in Italy in 1989 to raise awareness of the disappearance of local food traditions and support small scale producers. Today, the movement counts over 100,000 members in 132 countries.
  
- ❖ The Balvenie is a unique range of single malts created by David Stewart, The Balvenie Malt Master. Each has a very individual taste, but each is rich, luxuriously smooth and underpinned by the distinctively honeyed character of The Balvenie.
  
- ❖ Produced in Speyside in the Scottish Highlands, the exceptional quality of The Balvenie Single Malt is due to the fact that The Balvenie Distillery retains and nurtures a high level of craftsmanship that other malt whisky producers no longer employ.
  
- ❖ The Balvenie Single Malt Scotch Whisky is produced by William Grant & Sons Ltd, an award-winning independent family-owned distiller founded by William Grant in 1886 and today still run by his direct descendants.
  
- ❖ Several UK towns have already embraced the Slow concept, including Ludlow in Shropshire and Perth in Scotland.

For further information, contact: **[insert details here]**