

What we did with the whisky you used to know

CASE STUDY: GLENFIDDICH LIKE YOU NEVER TASTED

Beverage Strategy & Production



THE CHALLENGE

The Glenfiddich Experimental Dome was sweeping the nation. But in its second year on the road, the renowned whisky brand felt their experience needed shaking up. So they asked us to come on board, tap into our knowledge of consumer behavior and serve up a beverage program that would change everyone's perception of Scotch.



Our assignment:
Show them Scotch isn't just for
sipping anymore.

THE SOLUTION

We invented four perfect cocktails. And then we presented them perfectly, 45,000 times over. Over the course of 10 months, we traveled to 20 festivals in 9 states, from west to east coast and countless venues in-between. Each “craft on draft” cocktail highlighted a distinct expression of Glenfiddich.

There was the Glenfiddich Scottish Lemonade, made with fresh lemons and lightly carbonated. Showcasing the versatility of the brand’s award-winning Glenfiddich 12 Year Old.

Then came the best old fashioned you’ve ever tasted—the Glenfiddich Old Fashioned—demonstrating the varietal Glenfiddich Bourbon Barrel Reserve 14 Year Old. Infused with nitrogen for a smooth, creamy finish.

The Hip Hop was our IPA beer cocktail. Featuring the limited release Glenfiddich India Pale Ale Cask, fresh lemon for brightness and Habanero Hellfire Bitters for a little kick.

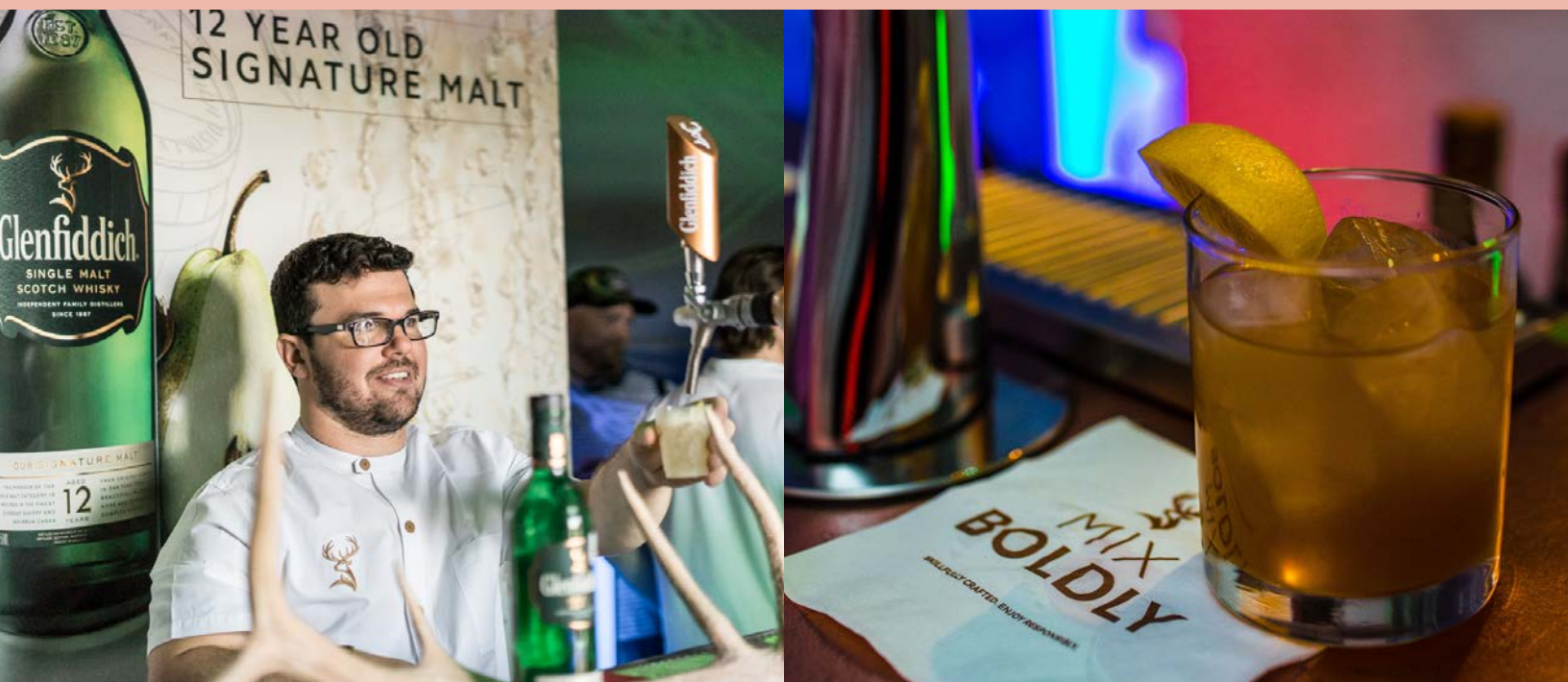
Finally, the Cane Brake Punch played to the smoky sweet nature of Glenfiddich Fire & Cane. With raspberry, hibiscus and Earl Grey tea to make the first sip approachable, fresh lemon to draw it across the palate and a subtle hint of smoke to finish it off.

Our beverage team curated the cocktails, our bartenders showed up to pour them and our whole staff lived on the road to help educate guests and see every part of the experience through. A liquid-to-lips venture, infused with strategic thinking, production know-how and a solid grasp on the Glenfiddich consumer journey.

10
MONTHS

65K
MILES

45K
COCKTAILS





THE RESULT

Glenfiddich became just the beginning. After seeing how we handled one of the most complex brands in the William Grant & Sons portfolio, Momentum realized they could count on us for more. They asked us to develop the beverage strategy for their longer list of labels and, ultimately, spend 12 months on the road with William Grant & Sons. Beyond Scotch and onto other spirits, off we went—and continue to go—year after year.

PROVING
SCOTCH ISN'T
JUST YOUR
GRANDFATHER'S
DRINK.

Tell us your vision. We'll bring it to life.

843.460.2688 | hello@iceboxlive.com