



Freddy May – Glenfiddich Brand Ambassador, Central U.S.A

Like many whisky aficionados, Freddy May discovered his calling almost by accident. Cultivating that passion and knowledge over time with years of international experience, he has taken his dedication to its logical conclusion in his role as Glenfiddich Ambassador for the U.S.A.

Born in England, Freddy first caught the whisky bug when he relocated to Scotland in 1999 to study in Edinburgh. While there, he began to combine the elements that have come to inform his career, simultaneously exploring the world of whisky, while also taking his first steps into the business. Rapidly accelerating to bar management, Freddy soon established himself as an expert with a keen eye for the on-premise. It was while working at Oloroso, a multi award-winning bar and restaurant overlooking Edinburgh Castle, however, that his love affair with whisky took full flight.

After a while, Freddy moved away from the on-premise and expanded in to the bigger work of events, hospitality and corporate entertainment as a producer, trainer, consultant and all-round expert. During this time, he has worked extensively with numerous whisky companies to promote Scotch whisky to a variety of consumers and trade professionals. Using his experience of events and mixology, he has been responsible for the main stage bars at Whisky Live in 2006 and 2007 in both London and Glasgow. Additionally, as a freelance consultant to



the on-trade, Freddy has been involved with the opening of bars in the UK, as well as the launch of the new Landmark Mandarin Oriental in Hong Kong. Throughout all of this, Freddy has communicated his passion for Scotch whisky while being responsible for educating industry professionals, as well as consumers ranging from casual fans to true connoisseurs. In 2009, he joined William Grant & Sons as the first Chicago-based Glenfiddich Brand Ambassador where he now represents the world's most awarded single malt Scotch whisky.

###

Further information:

James Curich
William Grant & Sons USA
t. 212 246 1760, ext. 724
e. james.curich@wgrantusa.com

Julie Conover
Maloney & Fox
t. 646 356 8338
e. jconover@maloneyfox.com

About William Grant & Sons

William Grant & Sons, Ltd. is an independent family-owned distiller headquartered in the United Kingdom and founded by William Grant in 1886. Today, the super-premium spirits company is run by the fifth generation of his family. Among the most recent accolades for the well-awarded company, William Grant & Sons was honored as the “Distiller of the Year” for the third time in four years by the prestigious International Spirits Challenge.

Founded in 1964, William Grant & Sons USA is a wholly-owned subsidiary of William Grant & Sons, Ltd. and features one of the fastest growing spirits portfolios in the USA with super-premium brands including Stolichnaya vodka, the world’s best-selling single malt Scotch whisky Glenfiddich, The Balvenie range of handcrafted single malts, Grant’s blended Scotch, Hendrick’s® Gin, Sailor Jerry® Spiced Navy Rum, the award-winning Milagro® Tequila, Frangelico Hazelnut Liqueur, Licor 43, BOLS Liqueurs, Galliano, Lillet and Solerno Blood Orange Liqueur.

William Grant & Sons USA has offices in New York City (sales and marketing) and Edison, NJ (bottling and warehouse facilities). For more information on the company and its brands, please visit www.grantusa.com.