The Glenlivet Whisky Distillery

There’s nothing more a person can crave after a tedious day at work than a glass of great whiskey. Well, for many, a good whiskey as the day slumbers into the evening is mandatory. Period. It is probably because as the Irish say, “What whiskey cannot cure, there’s no cure for.”

Started with distilling whiskey illegally, which was quite a common trend at those times, Glenlivet rose to the pedestal of not only being the foremost licensed distillery in Scotland but also the best amongst the competition. Glenlivet is an actual translation of the Gaelic word which means “the valley of the Livet”. Established in 1824 by George Smith, The Glenlivet, previously called The Upper Drummin, is so synonymous with “the finest” that besides it producing single malt scotch, the whiskey is also used to produce other brands, including Chivas Regal and Royal Salute whiskey. The brand is so huge that the Smiths had to take legal action to prevent their competitors from selling their stuff like the ‘real one’. Although, when in the 1880s, the family won exclusive rights over the brand, many still used the term “Glenlivet” as a suffix for their wares.

In 1978, the distillery was taken over by Seagram. However, it was after two decades that Pernod Ricard and Diageo bought it in 2001. Glenlivet was thereafter renamed as Chivas Brothers by Ricard who got the Scottish division while dividing the assets. It was a whopping £10 million investment by the new owners. As a compliment, the Prince of Wales opened a bonus mash tun, eight wash-backs and six stills in 2010. Consequentially, the capacity of the distillery skyrocketed to seventy-five percent. Two years ago in 2018, the distillery introduced a method to put their customer’s knowledge about the single malt whiskey to test. They introduced “The Glenlivet Code” which is motivated by the renowned British codebreakers. Simultaneously, the company invested in enhancing the digital experience for its clientele by making it more interactive. The next step was an extension of the distillery which gained shape in the same year and naturally, the capacity of alcohol increased to 21 million liters.

Looking at its transformation for over a century, the drink has evolved to become a ‘smooth-whiskey’. It has been appreciated profoundly by names such as Charles Dickens and the King of Wales. Currently, the brand is relishing its reputation all over the world and inviting people to its picturesque location each year to celebrate Smith’s potion. Ending with Faulkner’s great words, “Too much of anything is bad, but too much of good whiskey is barely enough.”