

Global Glenfiddich competition to find experimental bartender plus creative outsider

A global search by Glenfiddich aims to recognise and reward maverick individuals who collaborate with artists outside of the traditional drinks world in order to create a more surprising, inventive and unique drinking experience.

The competition aims to find people in the bartending industry, who are pairing up with masters from other creative fields, such as musicians, chefs, designers or artists, in order to push the boundaries of bar keeping. They will be challenged to create a sensory experience that is inspired by Glenfiddich.

Finalists from countries around the globe, including South Africa, will be invited on an all-expenses-paid trip to the inaugural Glenfiddich Experimental Bartender Academy in Scotland, where they will compete to win the opportunity of bringing their idea to life. The collaborators will be taught how to make whisky from scratch. They will have the exclusive opportunity to absorb knowledge from distillery experts, who will share the techniques that have made Glenfiddich the most awarded single malt Scotch whisky today, including an opportunity to meet the malt master, Brian Kinsman.

The winner will earn a reputation as The World's Most Experimental Bartender, with his or her creativity being showcased globally.

Glenfiddich South Africa has announced that Gareth Wainwright, bar consultant and one of the most creative bartenders in the South African bar industry, as the ambassador for the campaign. For all the aspiring collaborators, he offers the following advice, "I believe that you can never know enough and lessons come from the strangest places. Try everything. Inspiration can come from anywhere and no detail is too small. Respect the classics and remember: there's always a bigger fish."

"We want to celebrate bartenders who are masters of their craft, yet continue to push beyond the expected by finding inspiration in the most unexpected places. We are thrilled to have Gareth, a maverick in his own right, as part of this exciting campaign," comments Edward Snell & Co. marketing manager, Lauren Kuhlmeier.

The winning collaborative idea will be announced at the end of the programme, and then Glenfiddich will work with the winning duo throughout 2017 to bring their creation to life for the on-trade, an impressive addition to any creator's portfolio. For more information, www.glenfiddich.com/explore/experimental-whisky.

