



Market

Chivas Regal is the world's second most potent premium Scottish whisky today. Annual sales now top four million crates in more than 200 countries. The customers are typically dynamic, successful and wealthy men in their 30s and 40s.

The principal markets for Chivas are the United States, Venezuela, Mexico, France, Russia, Spain, Greece, Italy, Japan and Taiwan.

In mature markets Chivas enjoys a very good and prestigious image. As many as 30% of Chivas consumers stated that Chivas Regal is a truly prestigious brand. France is the market where Chivas has achieved remarkable success with a repositioning strategy that took the brand into the premium category. Recently, the brand has been growing on this market by as much as 15%. Another market where Chivas has been expanding to become the number one in imported spirits is China. Over the past 2 years growth in Croatia has averaged 45%.

Achievements

At its first competition, The Wine & Spirits Competition in 1998, Chivas won the gold medal of quality, and repeated the success in 2005. The same year Whisky magazine selected Chivas as Editor's Choice in the premium brand category.

The International Wine & Spirit Competition Annual Awards banquet, held in London October 31 2006, was the occasion that saw Chivas Brothers receive the renowned Distiller of the Year trophy. The award represents the third such recognition of exceptional quality in just four years, as 2003 was the year when Chivas won it the first time. The

Distiller of the Year trophy crowned the successes of the 2008 competition, where Chivas was awarded with no less than seven gold medals.

History

The first records documenting the Chivas brand date back to the year 1801. At that time the Chivas Brothers owned a store that supplied the finest luxury goods and the most exquisite whiskies and wines of the day to earls, lords and even the royal family. At the beginning of the 20th century the renowned whisky blender Charles Howard was instructed by the Chivas Brothers to blend a new luxury whisky label from their finest select. This was the start of a new brand – Chivas Regal. It only existed as a 25-year blend and its high price and limited production and supply made Chivas Regal the first premium whisky in the world. By the quarter-century mark the word of Chivas spread throughout the United States of America. Chivas Brothers hired agents who kept limited series of the amber potion for the richest citizens of America. As far back as 1843 this, one of the finest Scottish



whiskies, took its place on the throne of royal whiskies. It was that year that Queen Victoria awarded the Chivas Brothers' premium whisky her Royal Warrant quality label. This prestigious label was reserved for only the best goods used by the Royal Family.

Product

Chivas 18

One of the Chivas whiskies that is an elusive object of desire for many is the 18 year old Chivas Regal, available to the select few. The 18-year-old brew is a blend of 40 kinds of different malt whiskies, the most valuable and the rarest in the Chivas Brothers' inventory. It has an aroma of velvety, dark chocolate which does not leave anyone cold. Chivas Regal 18 is a unique blend of various aromas and tastes deriving from a combination of malts and grains, hand-selected for their exceptional quality. It is a truly special, rich and mild blend. Following the mixing and blending Chivas Regal 18 undergoes an aging process in a cask. Specially selected malt whiskies are skillfully mixed and then returned to oak casks to blend. Grain whiskies undergo the same process. At the end of the aging period all the components are combined to create the final to create the Gold Signature blend. The additional period in the cask accentuates the exceptionally rich and luxurious aroma of the final blend. The heart of Chivas is Strathisla, a malt whisky that has been aged for more than 18 years – the age limit necessary to become an ingredient of Chivas Regal 18. Strathisla is said to be like a rich fruit torte. It is selected by blind tasting for the best possible aroma so that enthusiasts and fans of this whisky are always sure of what to expect.

Chivas 12

Chivas Regal 12 is an icon of sorts and probably one of the most famous whiskies worldwide. The success is by no means a coincidence. James & John Chivas dreamed of making a mellow whisky they could enjoy with their friends. Chivas 12 represents a premium whisky that contains an entire palette of flavours. The aromas and character within invite to an exploration. The first impression will have you sense a taste of orchard apples, the second gulp will bring you sweet honey aroma and vanilla flavour and the third will leave you with lingering hazelnut and smooth creamy notes. Chivas Regal 12 is like a diamond with a multitude of facets, all united in a rich, abundant taste of elegance.

Chivas 25

The first whisky to bear the name Chivas Regal was made in 1909. It was Chivas Regal 25, the first premium whisky destined to people living in the fast growing cities of North America. Its success was extraordinary, it was considered the finest luxury goods by all social strata. Today's Chivas Regal 25 has been inspired by the original premium Scotch made by the Chivas Brothers in 1909. It will soon be available in Croatia in limited quantities.





Recent Developments

Chivas recorded an 11% sales growth in the year 2007/2008. In the Asian region sales grew in Thailand, Vietnam and the Persian Gulf. In the Western-European markets growth was particularly notable in France, Switzerland, Portugal and the United Kingdom, while Eastern Europe saw spectacular growth in Russia, Poland and Romania. The results showed strong growth in Mexico and Central and South America. Growth in Croatia has averaged 45% over the past 2 years.

Promotion

Chivas Snow Golf

Chivas is a prestigious brand that holds publicity events the world over. One of them is Chivas Snow Golf, invented by the British author Sir Rudyard Kipling in the 19th century. This "coolest" golf competition is organized regularly in St Moritz where more than 150 players from 18 countries take part. The tournament is part of The Chivas Life Series – a series of "inspirational events at extraordinary places", which include elephant polo in Nepal, The King's Cup Elephant Polo

Tournament in Thailand, King's Cup Regatta in Phuket, Thailand and, of course, the Snow Golf competition. In addition to St Moritz and Chile the competition took place on Mt Sijeme above Zagreb last year.

Chivas Regal has directed its publicity events to the world's elite destinations that cater to those with high lifestyles.

Chivas Business Class

The Chivas Business Class party too, is one of the promotional events for the brand. It has taken place around the world since March 2007 with a world city theme, such as London, Tokyo, Paris and Las Vegas. Zagreb saw a Paris-themed event in March 2007. The guests were shrouded in a Parisian ambience with

Moulin Rouge hostesses. French canapés and pâtés to round off the refined atmosphere.

Colin Scott

Master blender Colin Scott created Chivas Regal 18 in 1997. Chivas Regal 18 is a unique blend of malt and grain whiskies, hand-selected by the blender himself for their exceptional richness. It is a truly special, rich and mellow blend. Chivas Regal 18 has the advantage of an additional aging period in a cask. Grain whiskies undergo the same process as their malt counterparts. At the end of the aging period all the components are combined to create the final to create the Gold Signature blend. The additional period in the cask accentuates the exceptionally rich and luxurious aroma of the final blend. This exceptional expert presented his masterpiece in this part of Europe only in Croatia in April 2007.

Ann Miller

An exclusive Chivas gala tasting took place in Zagreb in March 2008. Ann Miller, one of the rare women ambassadors for an alcoholic product, attended the event. Ann took the attendees through a tasting session of Chivas Regal 12 and 18, pointing out their aroma, which results from top of the line grain and single malt whiskies, emphasizing the very heart of Chivas: the luxurious Strathisla whisky. The charm of a premium whisky is in its aroma and taste, in a way that the first drop can remind of fruity notes, and the second gulp may offer vanilla or creamy hazelnut aromas. It is this blend of aromas that makes Chivas a premium whisky and gives it a mild, smooth flavour that appeals to women as well as men. Ann Miller has been touring the world as a Chivas ambassador since 1996. She joined Chivas Brothers in 1993.

Brand Values

It is no coincidence to see Chivas represented worldwide in places that in some way stand for optimism, positive spirit and great mobility. From its origins as the world's first most luxurious whisky, to

its iconic status of a symbol of legendary success and achievement. Chivas has always been in harmony with people whose lifelong slogan has been "the good life". Nowadays "the good life" has been redefined. It represents an expansive, expressive and multidimensional point of view that is a blend of traditional gratitude to the highest quality ingredients and the desire for a singular experience, in other words – the best of everything. It has a dimension of success and social status, passion and pleasure.

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THINGS YOU DIDN'T KNOW ABOUT...

Chivas Regal

- A bottle of Chivas is sold every second somewhere in the world.
- In 1843 James Chivas received a letter from the Royal Family stating that the Chivas Brothers were granted a Royal Warrant to supply goods to Queen Victoria. It marked the beginning of a long and harmonious relationship between the Royal Family and the Chivas Brothers.
- Frank Sinatra, Dean Martin, Sammy Davis Jr. made Chivas Regal famous in their own way. It became the trademark of their "high life".
- Stratshila distillery, where Chivas is made, is the oldest distillery in the Scottish Highlands and the first acquired by the Chivas Brothers in 1950.

