

# William Grant & Sons Ltd in Alcoholic Drinks (United Kingdom)

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## Abstracts

William Grant & Sons Ltd is set to continue innovating its spirits portfolio by introducing new flavours to mature categories and to build on the success of its 2014 launches such as Three Barrels' Honey Brandy. The company will also look to take advantage of the luxury spirits market following the launch of the Glenfiddich Gallery website in November 2014, which sells vintage whiskies and allows consumers to personalise the labels for a premium price.

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