NFFOODS Spectrum
perspectives on food technologies & business
ASIA

Glenmorangie Unveils Signature Serve Ritual for Original 12 Years Old in India

05 May 2026 | News

The brand reimagines service styles not as an afterthought, but as an extension of its craft

The brand reimagines service styles not as an afterthought, but as an extension of its craft

Glenmorangie, the Highland single malt Scotch whisky renowned for its elegant, uplifting character, unveils its distinctive Signature Serve Ritual for the reimagined Glenmorangie Original 12 Years Old, marking a new chapter in how whisky is experienced today.

In a country where whisky has long been synonymous with ritual, heritage, and deeply personal preference, Glenmorangie introduces a more elevated and expressive way to enjoy single malt. As Indiaâ??s drinking culture evolves from habit to experience, the brand reimagines service styles not as an afterthought, but as an extension of its craft.

At the heart of this is the Signature Serve Ritual, a thoughtfully composed experience designed to enhance the whiskyâ??s nuanced character. The serve features a bespoke Glenmorangie-inscribed ice cube, slow-melting to preserve the integrity of the liquid, paired with a delicately dehydrated orange slice, elegantly clipped to the rim of the glass. This subtle yet intentional detail amplifies the whiskyâ??s radiant citrus notes, allowing its signature freshness to unfold with greater clarity and finesse.

Crafted to elevate the sensorial experience, the ritual brings forward the whiskyâ??s full flavour profile, bright orange and zesty citrus layered with notes of ripe peach and apricot, softened by vanilla creaminess and honeyed sweetness, and rounded off with a gentle hint of almond and a lingering, smooth finish. The result is a more balanced, aromatic, and immersive way to enjoy the liquid.

This moment also coincides with the evolution of the brandâ??s flagship expression from 10 to 12 years of ageing. With extended maturation unlocking greater depth, creaminess, and harmony, the Glenmorangie Original 12 Years Old has already earned global acclaim, including a Gold Medal at the World Whiskies Awards 2024.

At a time when Indiaâ??s luxury consumer is increasingly driven by experience over convention, Glenmorangieâ??s approach feels both timely and intuitive. The Signature Serve Ritual is not about changing how whisky is enjoyed, but about elevating the moment itself, transforming it into something more memorable.

Commenting on the launch, Smriti Sekhsaria, Marketing Director, MoÃ«t Hennessy India, said, â??Todayâ??s consumer seeks experience over routine. The modern whisky drinker is more curious, more experimental, and increasingly drawn to moments that feel both premium and personal. With the Glenmorangie Original 12 Years Old and its Signature Serve Ritual, we are reimagining not just the liquid, but the way it is experienced, honouring our craft while staying relevant to evolving tastes.â?•