

Glenmorangie Introduces Signature Serve Ritual for Reimagined Original 12 Years Old in India

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Glenmorangie, the Highland single malt Scotch whisky brand known for its elegant and fruity character, has unveiled a new “Signature Serve Ritual” for its reimagined Glenmorangie Original 12 Years Old in India, reflecting the growing shift toward experience-led premium whisky consumption.

The launch coincides with the evolution of Glenmorangie’s flagship expression from 10 to 12 years of ageing, a move designed to deliver greater depth, creaminess, and flavour complexity. The whisky has already received international recognition, including a Gold Medal at the World Whiskies Awards 2024.

At the centre of the new experience is a curated serving ritual intended to enhance the whisky’s sensory profile. The serve includes a bespoke Glenmorangie-inscribed ice cube designed to melt slowly and preserve the integrity of the liquid, along with a dehydrated orange slice clipped to the rim of the glass to accentuate the whisky’s citrus-forward character.

According to the brand, the ritual is crafted to highlight Glenmorangie Original 12 Years Old’s layered flavour profile, featuring notes of bright orange, peach, apricot, vanilla creaminess, honeyed sweetness, almond, and a smooth lingering

finish. The company said the approach reflects changing consumer expectations in India's luxury spirits market, where younger consumers are increasingly seeking immersive and personalised drinking experiences.

Commenting on the launch, Smriti Sekhsaria, Marketing Director at Moët Hennessy India, said today's whisky consumers are more experimental and experience-driven than before. "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," she said.

The initiative highlights how premium spirits brands are increasingly blending craftsmanship, presentation, and experiential elements to strengthen consumer engagement in evolving luxury markets such as India.