

Chivas celebrates Modern Gentleman campaign

Chivas 18 celebrated its Modern Gentlemen campaign at a 'Chivas 18 Crafted for the Senses' event, held at the modern Circa gallery in Rosebank, Johannesburg.

"Crafted by the creativity of master blender Colin Scott, the whisky marries 85 flavour notes to create a unique whisky, both rich and complex in depth and flavour. It is intended to act as both a cerebral and sensory stimulation for the modern gentleman, reinforcing the complexity of this remarkable whisky," explains Johann van Zyl, marketing manager, Pernod Ricard South Africa.



Passing the Gatekeeper

On arrival, guests had to pass the Gatekeeper aka the Blacksmith. The Guardian of the Chivas 18 values, he also represented the Craftsman, an embodiment of the virtues of meticulous craft and the power and might of the brand. Guests were asked to hand over their Chivas brass coins, specially created for each guest, to the Blacksmith, who stamped the coin with the brand's Luckenbooth symbol and returned the evening's keepsake to its

owner.

A unique bar was designed and crafted to look like the iconic Chivas Luckenbooth symbol. At its five points, specially made whisky cocktails were served to guests. Catering was by Vicky Crease, music by the Muses and later DJ Kenny, with South African actor, Shona Ferguson as the evening's Master of Ceremonies.

Guests were also treated to a special whisky discovery by Chivas Regal global brand ambassador, Max Warner. They left with a bottle of Chivas Regal 18, two glasses and a luxury cigar, to enjoy in the comfort of their homes with friends and family.

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