

WORTH THE WAIT.

SCROLL BACK THROUGH 12 years OF AGING.

After 3 years it's whisky.
After 12 years it's Gibson's Finest.© William Grant & Sons Ltd. All rights reserved. ALWAYS BE YOUR FINEST. PLEASE ENJOY RESPONSIBLY.
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IN THE BARREL Year 12

After 12 long years maturing in our choice oak barrels, Gibson's Finest 12 Year Old Canadian Whisky has finally reached its perfect balance of flavours, body, nose and colour. Now it's ready for your discerning tastes.

IT STARTED 12 YEARS AGO

It's true that barrel aging is crucial in the creation of the superior quality of our whisky. However the story of that fine whisky you're about to savour started 12 years earlier. Every ingredient, every detail we put into our spirits has sublimely defined every drop in every bottle of Gibson's Finest 12 Year Old Canadian Whisky.

IT ALL BEGAN WITH...

The meticulous selection of the very best that Canada has to offer — top grade rye and barley, the sweetest corn and the purest water.

Separate FOR NOW

The rye and malted barley are fermented separately from the corn using a technique and precise conditions designed to enhance their rich, complex grain characteristics. The corn is fermented using a particular yeast strain that helps bring out the soft, sweet corn flavours.

IN THE BARREL Year 10

Even with over two years of subtle refinement still to go, the quality of this 10 year-old whisky is already vastly superior to other whiskies already on the shelf.

REQUIRES

a little CONCENTRATION

The fermented grain mash is distilled to concentrate the alcohol and selectively recover flavour compounds that were produced during fermentation. Care is taken at this crucial stage because it is these compounds that give the spirits flavour and aroma.



IN THE BARREL Year 9

At this moment in the aging process, the whisky is becoming even more balanced and mature. A distinct "fruitiness" can definitely be detected on the tongue.

IT'S ALL IN THE barrel

Now the grain and corn spirits are ready to be blended and barrel aged. But what type of barrel to use? Canadian whisky is best aged in oak barrels that were first used to age bourbon whisky. These barrels are made of oak and the inside has been exposed to fire for a short period. This creates a black charred layer that adds flavour and removes harshness from the young whisky.



IN THE BARREL Year 8

More and more wood sugars, vanilla and other flavours are being drawn out of the oak and dissolved into the whisky. Sample tastings are revealing a fuller, less aggressive whisky. Some distillers are now satisfied that their own whisky has aged long enough. That's what separates Gibson's Finest from the rest.

THERE'S PLENTY

left IN THE WOOD

American law states that bourbon barrels can only be used once for aging Bourbon. This creates an excellent source of "new" barrels for maturing other whisky types, especially Canadian. With bourbon's bold smokey, sweet, oaky flavours in the wood, we see the first use of the barrel as "conditioning" for aging our Gibson's Finest Canadian whisky.



IN THE BARREL Year 7

It's now the mid point of the whisky's life in the barrel. Right now the whisky is so full and smooth, but the wood is still working its charms of infusing even more flavour, aromas and colour.

IT'S what's left THAT COUNTS

By the time we fill a "new" barrel, most of the bitter tannins, heavy flavour and smokey characteristics have been pulled out of the wood and into the bourbon that had been previously aged in the barrel. What's left is dominated by sweet vanilla, rich spicy flavour and oak notes like freshly sawn wood. These are oak qualities that help define the distinct taste of Canadian whisky.

IN THE BARREL Year 6

The whisky is now becoming more balanced and more confident. The rawness of a young whisky is now giving way to smooth, rich maturity.

YOUNGER

ages BETTER

Gibson's takes the time to inspect and hand-select the barrels that will be used to age our premium whisky. We recognize that fresh barrels have higher levels of extractable flavour components. So to maintain a superior tasting whisky, we pride ourselves in maintaining a high ratio of fresh oak barrels in our inventory.



IN THE BARREL Year 5

Now in its 5th year, the interactions created by the presence of oxygen is increasing the depth and layers of flavour. And, of course the angels continue to take their share.

THE angels love THEIR WHISKY

The porous nature of oak enables it to "breathe". This allows much needed oxygen to enter and react with the whisky. It also means that some water and alcohol will escape due to evaporation. This loss is called "the angel's share". Over the 12 years, a barrel can lose up to approximately 40% of the total alcohol content. It's another reason why older whiskies have a higher value.



IN THE BARREL Year 4

Even though it is now officially Canadian Whisky, the barrel aging process still has many years to go... still more interaction with the wood to draw out its rich flavours and colour before it meets our uncompromising standards.

IT'S IN THE wood

So why is oak so important? Of course, oak has the physical strength needed for a long-lasting barrel. Once charred, the oak's unique lignin and hemicellulose (the main components of wood), tannins, and sugars all play an important role in defining the whisky's body, nose, colour, and flavour during the extensive maturation period.



IN THE BARREL Year 3

It's the end of the 3rd year and the whisky has extracted significant colour, flavour and aroma from its barrel. Some of the harshness is gone leaving a lightly sweet whisky with floral and spicy notes.

It's now officially Canadian Whisky.

CANADIANS LIKE IT

hot & cold

The Canadian climate will greatly affect what's going to happen in the barrel over the next 12 years. The harsh Canadian winters and not humid summers definitely leave their mark on the impressionable young whisky. The summer heat causes the whisky to expand and forces it deep into the barrel staves. The freezing winter temperatures cool and contracts the whisky and draws it out of the wood. This seasonal pushing and pulling of the whisky in and out of the barrel significantly enhances the reactions between the whisky and the wood.



IN THE BARREL Year 2

The 2nd year in the barrel and the still young and harsh whisky continues to extract its full, rounded flavour and golden colour from the oak staves. And, as oxygen passes through the wood, intense and complex aromas are gently infused.

KEEPING THE ANGELS happy

Our warehouses used for aging take full advantage of the change in seasons. In the winter, we maintain a small amount of heat to keep the fire sprinklers from freezing. During the summer months the angels are extremely happy because the temperature is not controlled and whisky evaporates from the warming barrels.



IN THE BARREL year 1

This is the 1st year in the barrel and it's one of the most defining as the whisky starts its 12 year transformation into Gibson's Finest. The new whisky spirits are slowly starting to be absorbed in and out of the oak. This interaction with the oak layer helps the spirits acquire its final rich, toasty flavour characteristics. And, this back and forth movement also gives the young whisky about a third of its final golden colour.

The young whisky is beginning to soften and mellow as harsher elements are removed by the wood. The oak "breathes" allowing oxygen to pass through the barrel to dissolve and steadily interact with the alcohol. This is how the new whisky starts to develop its distinct and fruity aromas.

