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Glenfiddich debuts Club 1959 in Barcelona with Aston Martin Formula One partnership

Pop-up venue offers exclusive whisky cocktails and tapas during Formula 1 Grand Prix weekend at SLS Hotel Barcelona

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Glenfiddich opened its Club 1959 in Barcelona yesterday, marking the brand’s debut in Spain. The launch took place at the Lora restaurant inside the newly opened SLS Hotel Barcelona, coinciding with the Formula 1 Grand Prix weekend in the city. The event was

attended by Pedro Martínez de la Rosa, former Formula 1 driver and current ambassador for the Aston Martin Formula One Team. Club 1959 is a temporary space that will remain open from May 29 to June 1, offering guests an exclusive “drunch” menu—a blend of late afternoon and early evening dining—featuring signature Glenfiddich cocktails paired with gourmet tapas.

The opening of Club 1959 celebrates Glenfiddich’s global partnership with the Aston Martin Formula One Team. The collaboration brings together two brands known for their focus on excellence, innovation, and long-term vision. The club’s name references a pivotal year for both companies: 1959 was when Aston Martin made its debut in Formula 1 and Glenfiddich opened its distillery doors to the public in Scotland.

During the inauguration, Pedro Martínez de la Rosa highlighted the shared values between Glenfiddich and Aston Martin, emphasizing their commitment to detail, competitive spirit, and craftsmanship. He described Club 1959 as a tribute to these qualities and praised Glenfiddich for creating a space that reflects the partnership’s essence.

For four days, Club 1959 offers a curated drunch menu featuring three cocktails crafted with Glenfiddich’s 12, 15, and 18-year-old single malts. Each cocktail is paired with a gourmet tapa designed to complement the whisky’s flavors. The experience begins with The 1959 Spritz, made with Glenfiddich 12, pear liqueur, and soda, served alongside fried halloumi with cilantro. The second cocktail, Warehouse 8 Whisky Sour, uses Glenfiddich 15 and is paired with spiced fish and yogurt-parsley sauce. The final offering, Day and Night, combines Glenfiddich 18 with white vermouth and Suze, accompanied by marinated lamb skewers.

Glenfiddich’s partnership with Aston Martin Formula One Team was announced at the end of 2024. The alliance aims to redefine luxury and craftsmanship through unique experiences that connect with new audiences. Both brands share a narrative centered on excellence, attention to detail, and character.

The Club 1959 drunch menu is available at the following prices: The 1959 Spritz for €15.40, Warehouse 8 Whisky Sour for €17.60, and Day and Night for €17.60. The pop-up will close its doors on June 1 after four days of activity during one of Barcelona’s

most high-profile sporting weekends.