

TRACIE FRANKLIN

GLENFIDDICH AMBASSADOR



Tracie was drawn into the world of single malt Scotch after tasting her first dram. The taste of malt, saline and fruity sweetness pushed her toward classes and whisky trainings with the best teachers in the community. After years of whisky study, distillery internships, and local ambassador work she founded Whersky, an organization to bring together whisky drinkers of all backgrounds and build a more diverse, inclusive whisky culture. Tracie is thrilled to have the opportunity

to educate and inspire both new and experienced whisky drinkers alike in her new role with Glenfiddich.

Having studied both theater and business in college, Tracie brings a unique background and skill set to this role. Her stage presence and singing voice landed her a leading role in an international stage production where she traveled to more than 30 countries and performed in 8 languages. Tracie has spent years behind the bar in New York City and Tampa mastering her craft and is an active member of USBG. Outside of the world of whisky, Tracie is passionate about live music, theatre, and yoga.

Skills: Whisk(e)y Education, Cocktail Creation, Event Planning, Social Media & Event Host



Email: Tracie.Franklin@wgrant.com

Insta/Twitter: [@GlenfiddichTF](https://www.instagram.com/GlenfiddichTF)