

Welcome to The Chivas Regal Chivalry Club



In a tribute to the age-old British tradition of chivalry, we have revived the spirit for the 21st century. To create a greater sense of cooperation, camaraderie and constancy that is needed in the modern, technological age.



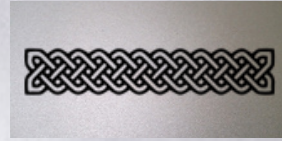
The Four Tenets of the Chivas Regal Chivalry Code

The four values that form the Chivas Regal Chivalry Code are meant to guide and inspire our conduct, whether in our lives or in our work. As a Scotch whisky brand that has upheld the best of British tradition for over 200 years, we offer these to you as markers of an honourable work and life ethic that carries on that tradition, but equally importantly, is best suited to our lives in contemporary times.



Courtesy

In our dealings with each other and with others, may they be old or young, rich or less fortunate, of all genders, from all religions, castes and creeds, we agree to be courteous, polite and respectful of their sentiments at all times.



Honesty

We agree to stay honest, truthful and forthright in our conduct at the workplace, and in our personal and social relations, maintaining transparency and openness in our interactions with all.



Bravery

In times of adversity or crisis, we shall call upon our reserves of courage and inner strength, to rise to the occasion and take the tougher, harder, longer path to find a resolution that will benefit the greatest numbers of people, not just ourselves.



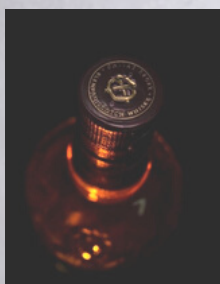
Compassion

We shall always find it in ourselves to think of ways in which we can help the less privileged, the needy, the old and the frail, who cope with fragile living conditions that make life itself a real and present challenge every single day.



Let us pledge ourselves to the chivalric code and expand this circle and influence with every interaction, meeting or celebration in order to touch more lives. Let us keep the flame of the Chivas Regal spirit of chivalry alive and burning. Salut!

The Pledge



View eminent members of the Chivas Regal Chivalry Club [here](#).



Like



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The Chivas Regal Pledge

I pledge to uphold the four tenets of the Chivas Regal Chivalry Club in all aspects of life and work.

As a member, I will do my utmost to expand its influence and pass on the flame of this honourable tradition.

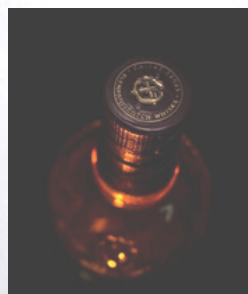
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CHIVAS REGAL

The spirit of chivalry



Thank you for visiting the Chivas Regal website.
We value your patronage and support