



W E M Y S S  
M A L T S

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**Wemyss Malts previews Lord Elcho – a new 15 years old Blended Scotch Whisky**

Boutique Scotch Whisky Company Wemyss Malts is delighted to introduce a Vinexpo exclusive preview of its new 15 years old blended Scotch whisky called "Lord Elcho".

Lord Elcho, 1721-1787, was the eldest son of the 5<sup>th</sup> Earl of Wemyss, one of the current company owners' ancestors. Courageous and loyal, Lord Elcho was the commander of Bonnie Prince Charlie's army. After the Jacobites' defeat at the battle of Culloden in 1746, Elcho was exiled to France – never to return to his native Scotland.

Today we celebrate Lord Elcho's brave and noble spirit with the launch of this exceptionally fine premium blended Scotch whisky, proudly bearing his name. Smooth, rich and aged to perfection, it is truly a noble whisky with a noble heritage.

Lord Elcho, premium blended Scotch whisky is elegantly packaged in a gift tube featuring a portrait of its historic namesake. Lord Elcho is bottled at 40% abv.

William Wemyss, Managing Director and founder of Wemyss Malts, commented; "Lord Elcho is a very exciting new addition to the Wemyss Malts range. It is being previewed exclusively at Vinexpo 2012, before its launch later in 2012."

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Notes to the Editor:

- Wemyss Malts is the brainchild of the Wemyss (pronounced 'weems') family from Fife, Scotland. Their family seat is Wemyss Castle in Fife where they have lived since the 1300s. The family's connection with the whisky industry dates back to the turn of the 19<sup>th</sup> century when John Haig's first distillery was built on family land. Even today barley from their estate in Fife is grown for many of Scotland's leading distilleries.
- The Wemyss range includes blended malt Scotch whiskies, Single Malt Single Cask whiskies and a London Dry gin called Darnley's View. The range is available in 25 countries worldwide.
- Recent awards for the Wemyss' range include:
  - World Whisky Awards 2012 – The Hive 12yo Best Blended Malt Scotch Whisky
  - San Francisco World Spirits Competition 2012 – Double Gold Medal Peat Chimney 8yo.
  - 2011 International Wine & Spirit Competition (IWSC), Peat Chimney 12yo won the "Best In Class" silver award and Spice King 12yo and Darnley's View Gin won a silver awards.
  - Spirit Business Magazine gold medal for Darnley's View gin in the Gin Masters 2011
- The Wemyss family also own the premium wine estate of Rimauresq Cru Classé in Cotes de Provence.

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