



W E M Y S S
M A L T S

PRESS RELEASE
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Wemyss Malts launches new premium blended Scotch Whisky – Lord Elcho

Boutique spirits company Wemyss Malts is delighted to announce its first entry into the premium blended Scotch whisky market with the launch of a new 15 years old Scotch called Lord Elcho.

The whisky is named after Wemyss Malts founder's 18th century ancestor who was a loyal supporter to Bonnie Prince Charlie and led his lifeguards at the Battle of Culloden during the ill-fated Jacobite uprising in 1745. For his part in the uprising, Elcho was stripped of his title and lands and exiled to France, never returning to his native Scotland.

Lord Elcho's brave character is now recreated in this new premium blended Scotch whisky. Imbued with the refined masculine spirit of its namesake, Lord Elcho blended Scotch whisky is rich, smooth and aged to perfection. Crafted from a carefully chosen selection of the finest malt and grain whiskies (each aged a minimum of 15 years) with an emphasis on malt whisky matured in sherry casks, Lord Elcho is truly a noble whisky with a noble heritage.

The launch of Lord Elcho is the second time that Wemyss Malts has used the Wemyss family history as inspiration for a new brand. Their Darnley's View gin brand commemorates the meeting of Mary Queen of Scots and Lord Darnley at the family seat of Wemyss Castle in Fife in 1565.

William Wemyss, Founder and Managing Director at Wemyss Malts, commented: "The continued growth of Scotch whisky across the world has encouraged us to launch our first entrant into the blended Scotch segment. The story of my ancestor has provided us with an authentic and compelling story to build a new brand for our range."

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Notes to the Editor:

- Wemyss Malts is owned by the Wemyss family is from Scotland and their family seat is Wemyss Castle in Fife where they've lived since the 1300s.
- Wemyss Malts have a blended malt whisky range comprising: The Spice King, The Peat Chimney and The Hive; and single malt single cask bottlings.
- The Wemyss family premium wines and spirits brands also include boutique gin Darnley's View together with the premium wine estate of Rimauresq Cru Classé in Cotes de Provence.

For further information please contact Karen Stewart at ks@wemyssmalts.com or +44 (0)131-226-3445