



W E M Y S S  
M A L T S

PRESS RELEASE  
10<sup>th</sup> August 2011

**Wemyss Malts launches a new whisky called “The Hive”**

Boutique whisky company Wemyss Malts is delighted to announce the launch of a new 12 years old blended malt Scotch whisky called “The Hive”.

Wemyss’ blended malt range, which also includes Spice King and Peat Chimney, has names inspired by each whisky’s natural flavours and aromas so that the consumer can easily understand the style of whisky being purchased. The Hive is named after the honeyed sweetness found on the palate of this whisky.

Each of these blended malts represents one of the key Scotch malt regions. The Hive is for the Speyside region, Spice King for the Highlands and Peat Chimney for Islay.

As with the rest of the Wemyss Malts range, these blended malt whiskies have been developed in conjunction with the Scotch expert and writer Charlie Maclean and are bottled at 40% ABV.

To mark the launch of The Hive, the 12 years old blended malt range has been repackaged into new premium gift tins, and the bottle labels have also been redesigned for this launch. The new packaging features bold and striking designs, with quirky details to denote each expression; all in all delivering excellent shelf standout.

The Hive and the rest of the newly re-packaged 12 years old range will be available from August 2011 in Travel Retail, EU, Asian and Australasian markets.

William Wemyss, Managing Director of Wemyss Malts, commented “We continue to strive to bring accessible whiskies to the market and are taking this opportunity to refresh our range of premium blended malts with an excellent new product called The Hive and striking new gift tins across the 12 years old range.”

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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 19th 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.
- In the 2011 International Wine & Spirit Competition (IWSC), Peat Chimney 12 Years Old won the "Best In Class" silver award and Spice King 12 years old won a silver award.
- The Wemyss family also owns boutique gin Darnley's View together with the premium wine estates of Rimaresq Cru Classé in Cotes de Provence and Fonty's Pool from Pemberton, Western Australia.

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