



W E M Y S S
M A L T S

PRESS RELEASE
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Wemyss Malts launches new 8 years old Blended Malt Scotch

Boutique Whisky Company Wemyss Malts is delighted to announce the launch of a new 8 years old blended malt called "The Hive".

The introduction of The Hive 8yo closely follows Whisky Magazine's prestigious World Whisky Award 2012 for The Hive 12yo as Best Scotch Blended Malt Scotch.

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.

The style of these blended malts each mirrors one of the key Scotch malt regions. The Hive is representative of the Speyside region, Spice King of the Highlands and Peat Chimney of 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.

The Hive 8yo will be the first in this range to showcase a new look label which is bold and striking, with excellent shelf presence. The blended malt range continues to be bottled at 40% abv.

William Wemyss, Managing Director of Wemyss Malts, commented; "Following the very successful introduction of The Hive 12 years old in 2011 with the many favourable reviews and awards it has garnered, we are delighted to bring an 8 years old version into the 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.
- Recent awards for the Wemyss blended malt range include:
 - 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 International Spirits challenge (ISC) 2011, there were silver medals for Peat Chimney and Spice King 8 years old.
 - Jim Murray's Whisky Bible 2012 rated The Hive 12 years old with 93/100.
 - World Whisky Awards 2012 – The Hive 12years old Best Scotch Blended Malt Whisky
- The Wemyss family also owns boutique gin Darnley's View together with the premium wine estate of Rimauresq Cru Classé in Cotes de Provence.

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