



W E M Y S S  
M A L T S

PRESS RELEASE  
11<sup>th</sup> July 2011

### **Wemyss Malts launch new range at WhiskyLive Taipei**

Boutique whisky company Wemyss Malts is launching its blended malt range in Taiwan at WhiskyLive Taipei, 27<sup>th</sup>-28<sup>th</sup> August 2011.

The blended malt range, which includes Spice King and Peat Chimney, has names inspired by each whisky's natural flavours and aromas.

As with the rest of the Wemyss Malts range, these whiskies have been developed in conjunction with the Scotch expert and writer Charlie Maclean.

Wemyss is extending its partnership in Taiwan with its importer Dong Hsun Hsin Trading Company Limited – a family run importer of beers, wines and spirits based in Taichung. The company already imports the Wemyss Malts Single Cask range and hand-crafted London Dry Gin, Darnley's View.

Wemyss Malts is the brainchild of the Wemyss (pronounced 'weems') family from Fife, Scotland. 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.

William Wemyss, Managing Director of Wemyss Malts, commented "We are delighted to be exhibiting at WhiskyLive Taipei for the first time and are very confident that our blended malt range will be a success in this growing Scotch whisky market."

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Notes to the Editor:

- The Wemyss family hail from Scotland and their family seat is Wemyss Castle in Fife where they've lived since the 1300s. Originally coal miners, their family business now includes a collection of premium wine and spirits brands.

For further information please contact Wemyss Malts PR & Marketing Manager Karen Stewart at [ks@wemyssmalts.com](mailto:ks@wemyssmalts.com) or on +44 131 226 3445



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- The Wemyss family also owns boutique gin Darnley's View together with the premium wine estates of Rimauresq Cru Classé in Cotes de Provence and Fonty's Pool from Pemberton, Western Australia.
- Dong Hsun Hsin Trading Company Limited was established in 1995. Acting as a professional liquor importer, the brands it represents in Taiwan include Sapporo Beer, Yellow Tail Wine, Glen Moray, etc. The company officially launched the high quality Wemyss Malts Single Cask whisky in Taiwan in 2010.

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