

Darnley's View

LONDON DRY GIN HANDCRAFTED

PRESS RELEASE
18th October 2010

Darnley's View Gin Takes 'Master Award' in Travel Retail Masters 2010

Hot on the heels of its launch, small batch gin Darnley's View has received the Master Award in the prestigious Travel Retail Masters 2010 series, conducted by Spirit Business's expert judging panel.

Deemed as the most influential and respected award for the travel retail industry, the small batch gin was honoured for both its packaging and quality of spirit. This has followed a number of other recent awards, such as the highly respected Tasting Panel's 92/100 rating.

Darnley's View is a five times distilled small batch with six key botanicals, including Juniper, Elderflower and Lemon Peel. The name celebrates the meeting of Mary Queen of Scots and her husband Lord Darnley at Wemyss Castle in 1565, whose son subsequently united the thrones of England and Scotland as James VI and I respectively.

William Wemyss, Managing Director of Wemyss Wines & Spirits, commented:

"We are thrilled that Darnley's View has won this most important award so early in the life of the brand. The early success it's enjoying reflects the combination of its unique blend of key botanicals together with its stand out packaging."

More information on Darnley's View can be found at its web site www.darnleysview.com

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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 on their own land, their family business now consist of a collection of premium wine and spirits brands, including Darnley's View Gin.

Tasting & Technical Notes:

Technical

Botanicals: Juniper, Lemon Peel, Elderflower, Coriander Seed, Angelica Root and Orris Root.

Style: London Dry.

Distillation: Five times in a pot still.

Tasting

Nose: Clean, fresh and vibrant with the aromas of juniper being very distinctive.

Palate: Juniper coming through strongly, sharp citrus and mellow spice with laid back floral notes.

Finish: Long and dry, with a twist of floral and fruit characters from the elderflower.

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