

# Darnley's View

LONDON DRY GIN HANDCRAFTED

PRESS RELEASE  
3rd August 2015

## Darnley's View Spiced Gin Set for US Launch

The Wemyss family, producers of Wemyss Malts Scotch Whiskies and Darnley's View Original London Dry Gin is thrilled to announce the expansion of their small-batch gin range with Darnley's View Spiced Gin - an innovative new take on the gin category.

Darnley's View Spiced Gin is distilled with ten carefully selected botanicals, the principal being juniper, cinnamon and nutmeg. The gin is bottled at 42.7% to best present the unique combination of warming spice botanicals. Like Darnley's View Original, Darnley's View Spiced is made in the London Dry style - no flavors are added after distillation.

The new gin was developed in conjunction with a team of gin experts including distillers, notable mixologists and leading gin writer, Geraldine Coates, who is delighted with the new gin, "The new Darnley's View Spiced Gin is really different to anything I've tasted recently and an excellent innovation."

The Wemyss family enjoys a long history as distillers, dating back to the 19th century in Scotland. The name "Darnley's View" celebrates the meeting of Mary Queen of Scots and her husband Lord Darnley at the family seat of Wemyss Castle in 1565.

Darnley's View Spiced Gin will be available in 10 markets beginning September 1st, 2015 with an SRP of \$36.99.

We recommend enjoying Darnley's Spiced Gin with ginger ale, or as an ingredient in the Mary Queen of Scots; Jason Scott's take on the Red Snapper.

### **About Wemyss:**

The Wemyss (pronounced 'weems') 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. The Wemyss Malts whisky and gin portfolio is available in over 20 markets worldwide. The Wemyss family built a new single malt distillery in Fife at Kingsbarns which opened on December 1st 2014.

### **About Palm Bay International:**

Palm Bay International, a dynamic family-owned company, offers one of the nation's most comprehensive portfolios of imported wines and spirits, including over 50 suppliers from around the globe. Among Palm Bay's most valued assets is its remarkable network of long-term partnerships with the foremost wholesale companies in all 50 states, as well as the Caribbean, Mexico and Central America. With the crucial collaboration of these partners, Palm Bay's portfolio is able to meet the needs of every level of the industry, from independent restaurants and retail stores, to chain accounts, supermarkets, hotels, airlines, cruise ships, duty-free accounts and U.S. military bases. This impressive roster of brands, accounts and relationships positions Palm Bay as a major source of fine wines and spirits and an industry leader in the U.S. marketplace. For more visit: [www.palmbay.com](http://www.palmbay.com).

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## **Notes to the Editor:**

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### **Darnley's View Spiced Gin Botanicals:**

Juniper, Cinnamon, Nutmeg, Cassia, Grains of Paradise, Ginger, Cumin, Cloves, Coriander Seed and Angelica Root.

### **Darnley's View Spiced Gin Tasting Notes:**

Nose: Big spice, with almost toffee aromas to the fore.

Palate: Full and rounded, cinnamon and nutmeg coming through strongly, with juniper developing gently.

### **Recent Awards for Darnley's View Spiced Gin:**

Gold Medal, Spirits Business Gin Masters 2014  
World's Best Contemporary Gin, World Drinks Awards 2014  
Silver Medal, International Wines & Spirits Competition 2013  
Master Award, Spirits Business Gin Masters 2013

Brand packaging designed by Breeze Creative.

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