

# Darnley's View

LONDON DRY **GIN** HANDCRAFTED

PRESS RELEASE  
4th August 2014

## **New Look for Darnley's View Gin**

Award-winning boutique craft gin Darnley's View now has an elegant new label to match its Spiced Gin stable-mate.

Darnley's View gin is from Edinburgh based Wemyss Malts. It first came on the scene in 2010 and can now be found in over 20 countries across the gin drinking world. The main botanicals in this gin are juniper, elderflower and citrus.

Two years ago, Darnley's' View Spiced Gin was added to the range with warming spice botanicals such as cinnamon, nutmeg and ginger. The two gins are now both presented with a two-part label printed on craft paper featuring the Wemyss family crest.

Owned by the Wemyss family from Fife in Scotland, the name "Darnley's View" celebrates the meeting of Mary Queen of Scots and her husband Lord Darnley at Wemyss Castle in 1565. The elderflower which grows at the Castle inspired the choice of botanicals for this fresh, floral gin.

William Wemyss, Managing Director of brand owner Wemyss Malts, commented: "We are delighted to present Darnley's View with its new two-part label. Designed to accentuate the craft feel of our range and now cementing the family look with Darnley's View Spiced Gin. Already a firm favourite on many gin menus, we are sure that our customers will appreciate the new style label."

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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 include a collection of premium wine and spirits brands, including Darnley's View Gin from the Wemyss Vintage Malts Company. More information available at [www.darnleysview.com](http://www.darnleysview.com). The Wemyss family is also building a single malt distillery at Kingsbarns in Fife and this is due to open in December 2014.

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

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

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

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.

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

Gold Medal San Francisco World Spirits Competition 2014

Silver Medal, Spirits Business Gin Masters 2013

Gold Medal, International Wines & Spirits Competition 2012

## **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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