



PRESS RELEASE  
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### **Darnley's View Gin Sets Sail with Saga Cruises**

Less than a year after its launch, small batch gin Darnley's View is delighted to announce that it has been listed with the exclusive holiday company Saga Cruises.

Darnley's View is a five times distilled small batch London Gin with six key botanicals, including Juniper, Elderflower and Lemon Peel.

Darnley's View is owned by the Wemyss (pronounced 'weems') family from Scotland where the family seat of Wemyss Castle in Fife has been the family home since the 1300s. The name of Darnley's View gin celebrates the meeting of Mary Queen of Scots and her husband Lord Darnley at Wemyss Castle in 1565.

Darnley's View has already 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.

Andy Butcher, Director at World of Patria, Darnley's View duty free distributor for Europe and Middle East, commented: "We are thrilled that Darnley's View gin has been listed by Saga Cruises. Saga is the first cruise company to realise the potential of the Darnley's View brand."

Terry Wiseman, Hotel Purchasing Manager at Saga Cruises, agrees: "Saga's discerning cruise passengers will be able to enjoy Darnley's View gin on all our routes from the current season."

More information on Darnley's View can be found at its web site [www.darnleysview.com](http://www.darnleysview.com)

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#### **Notes to the Editor:**

- **The Wemyss family** also have whisky interests under the Wemyss Malts banner including a blended malt whisky range where each expression is identified by its natural taste and aroma. The blended malt range comprises Spice King, Smooth Gentleman and Peat Chimney.
- Additionally, the Wemyss family own the premium wine estates of Rimauresq Cru Classé in Cotes de Provence and Fonty's Pool from Pemberton, Western Australia.
- **World of Patria** is a specialist wine, beer and spirit distributor. It was founded in March 2006 by Rob Nichols to target the expatriate fraternity living in Europe. This expanded to cover large sections of the travel retail and duty free markets shortly after its inception. The company's objective is to offer its customers a one-stop shop solution that provides them with a cost-effective and diverse portfolio enabling them to become leaders in their own market.

For further information on:

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