



World leading premium drinks company Diageo has announced the imminent global launch of Haig Club Single Grain Scotch Whisky, in partnership with global sporting icon David Beckham and British entrepreneur Simon Fuller.

A new innovation from the House of Haig, Scotland's oldest grain whisky dynasty and makers of Haig Blended Scotch Whisky and Dimple Scotch Whisky, Haig Club has been crafted using a unique process honed over 400 years that combines grain whisky from three cask types. This creates a fresh, clean style showcasing butterscotch and toffee for an ultra-smooth taste that the company believes will be enjoyed not only by current whisky drinkers, but by those who are newcomers to the spirit.

David Gates, Diageo's Global Head of Premium Core Spirits, commented: "Whisky is experiencing a continued global renaissance and like many of the world's most respected whisky experts, we believe this will be the year that grain whisky breaks into the mainstream and gains the recognition it deserves. Diageo has a proven track record in Scotch Whisky innovation and we have applied this expertise through the House of Haig in liquid development and craftsmanship, creating a sophisticated new whisky in Haig Club.

"David Beckham and Simon Fuller are renowned for breaking boundaries and shaking up markets in every sector in which they work. We are immensely proud to partner with them on our first large scale grain whisky innovation."

Working alongside Diageo, Beckham and Fuller are set to play a fundamental role in developing the brand, its strategy and positioning. The recently retired footballer will also lead the promotion of a responsible drinking programme for Haig Club, which lies at the heart of the brand.

David Beckham commented: The House of Haig has a rich history and I'm proud to be working at the heart of a home-grown brand which has built an incredible heritage over 400 years. Working closely with Diageo,

Haig Club Scotch whisky by David Beckham, Simon Fuller and Diageo

we look forward to collaborating on Haig Club, valuing and treasuring the Haig traditions while reinventing this whisky for years to come.”

Simon Fuller added: “This is a long term commitment. It is important to us that we create something unique and of great quality. With Haig Club we have an opportunity to push boundaries and help shape how Scotch will be perceived in the future, it’s an exciting proposition.”

Haig Club will reach the marketplace later this year, whereupon details of pricing and availability will follow.

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