

## **ALREADY AWARD-WINNING EDINBURGH SPIRITS BRAND J.G. THOMSON & CO LAUNCHED BY THE ARTISANAL SPIRITS COMPANY ON THE BACK OF IPO**

*The company behind The Scotch Malt Whisky Society revives J.G. Thomson Co heritage with launch collection of first batches of blended malt whiskies, rum and gin*



A Scotland-headquartered creator of small batch blended malt whiskies, grain whiskies, rum and gin, J.G. Thomson & Co, has been launched by The Artisanal Spirits Company, the company which owns The Scotch Malt Whisky Society (SMWS).

The new brand is focused on creating high-quality, small batch spirits designed to appeal to discerning drinkers across the world who are looking for bold and innovative tastes. Drawing on Scotland's rich heritage, the J.G. Thomson brand was inspired by its namesake, a wine and spirits merchant in Leith, the area in the north of Edinburgh, in the 1700s.

In the 18<sup>th</sup>-century, J.G. Thomson was based in the building in Leith that is now known as The Vaults - home to an SMWS members' room and the head office of The Artisanal Spirits Company. The SMWS is regarded as the leading curator and provider of premium single cask Scotch malt whisky and has a global membership of about 30,000 paying subscribers across more than 30 countries.

The launch of the small batch spirits business is part of the ongoing growth of The Artisanal Spirits Company which floated on the Alternative Investment Market (AIM) in June this year

with a valuation of £78 million. The flotation is allowing the business to bring new brands to market, develop the SMWS's membership base and enhance its digital channels.

The modern-day J.G. Thomson is targeting 'adventurous' drinkers with the launch of its first collection of spirits which features the first batches of its core range of three no-age statement blended malt whiskies, two limited edition aged whiskies, a rum and a gin. With a focus on combining characterful spirit with high-quality casks, the blending team works closely with selected partner cooperages to either procure specific casks, or create their own customised casks, toasted and charred to defined standards.



J.G. Thomson's spirits have already won several industry awards. At the Spirits Business Luxury Masters 2021, J.G. Thomson won a prized Master medal for Batch 1 of its rich 23-year-old blended malt Scotch whisky, plus Gold medals for all three of the first batches of its blended malts and its gin.

David Ridley, managing director at The Artisanal Spirits Company, said: "We've been inspired by Edinburgh's Thomson family who became renowned for their spirits' business back in the 1700s. The new brand will focus on creating high-quality small batch blended malt whiskies, grain whiskies, rum and gin.

"The new J.G. Thomson will be constantly on the lookout for new spirits, influences, flavours and tastes to explore from around the world to meet the growing appetite for high-quality spirits, especially the rising interest in blended malts, from discerning and adventurous drinkers looking to taste something new and extraordinary.

“This exciting launch builds on the ongoing success of our business, including The Scotch Malt Whisky Society, and is a key part of our growth plans following our landmark flotation on the stock exchange in June. We plan to grow our company through the launch of more new brands, each of which will be an independent concept with a differentiated product line.

“We’re pleased to be playing a key role in ensuring that Scotland builds on its leading position in the global spirits industry.”

**ENDS**

*Issued on behalf of The Artisanal Spirits Company by Rosemary Gallagher at Beeline PR –  
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**Notes to editors:**

**J.G. Thomson & Co**

J.G. Thomson & Co is a new, adventurous blender, creating small batch blended malt whiskies, blended grain whiskies, rum and gin. Inspired its namesake, which was originally a wine and spirits merchant in Leith in the 1700s, J.G. Thomson & Co showcases exceptional quality blended malt whisky and spirits that are a little out of the ordinary, appealing to drinkers keen to continue their journey in bold taste.

All of its small batch spirits are available to order from its online shop at <https://jgthomson.com/shop> as well as selected trade partners.

<https://jgthomson.com/>

**The Artisanal Spirits Company**

The Artisanal Spirits Company plc is the owner of The Scotch Malt Whisky Society, the leading curator and provider of premium single cask Scotch malt whisky for sale primarily online to a discerning global membership. In June 2021, the company floated on the stock market with a valuation of £78 million.

<https://www.artisanal-spirits.com/>