

# Bacardi promotes Stephanie Macleod to drive growth of its whisky business



Stephanie Macleod's experience in crafting Scotch whisky spans more than 25 years

[Bacardi](#) is promoting Stephanie Macleod, Master Blender, for its portfolio of Scotch whiskies, to a newly created role as Director of Blending, Scotch Whisky.

"The promotion recognizes her talent and 25 years' experience in crafting Scotch whisky," notes a press release. "A multi-award-winning and highly respected figure in the whisky industry, in her new role Stephanie will continue to lead the famed blending legacy of DEWAR'S® Blended Scotch whisky, WILLIAM LAWSON'S® Scotch whisky, and the five Single Malts – ABERFELDY®, AULTMORE®, CRAIGELLACHIE®, THE DEVERON® and ROYAL BRACKLA® – as Malt Master."

In her new role, Macleod will "develop the people and processes needed to continue to the premiumization of the range and help deliver on the family-owned spirits company's ambition to be industry leaders in innovation and quality."

"It's an exciting time for Scotch whisky right now as demand grows around the world for top quality, beautifully crafted blends and malts," said Macleod. "In my new role, I'll be ensuring we are able to meet this increasing demand – both now and for many decades to come – while continuing to deliver new, exciting and curated Scotch whiskies, spanning our Blended and Single Malt portfolios."

At the 2022 International Whisky Competition, Stephanie was crowned 'Master Blender of the Year' for the fourth year in a row. She became the first female Master Blender for DEWAR'S in 2006,

following her official three-year training with the then-Master Blender. She joined Bacardi, based in Glasgow in 1998, and began her career in whisky as a Sensory Analyst at the University of Strathclyde, Scotland, working on a project that attempted to unlock the maturation secrets of Scotch whisky.

“The consistent quality and flavor of every drop of our Scotch whiskies is thanks to Stephanie and her team,” said Dave Ingram, Chief Supply Chain Officer, Bacardi. “As Director of Blending, she will bring her mastery of the entire whisky-making process – from barley to bottle – to play a pivotal role in delivering our bold growth ambitions for Scotch whisky.”