

Islay Mist Whisky and Tartan launch whisky wedding favors



Islay Mist Blended Scotch Whisky and MacGregor and MacDuff kiltmakers hosted a special launch event in recent weeks to showcase Scottish wedding suppliers and present its collaboration which began in November 2021, highlighting its development of bespoke, tartan, personalized whisky favors.

Renowned wedding magazines and industry professionals, as well as lifestyle and whisky influencers were invited to attend the launch event which took place at the flagship MacGregor and MacDuff store in Bath Street, Glasgow.

Islay Mist signature cocktails alongside whisky-infused, Scottish-themed canapes were served on a unique wedding inspired table setting, revealing the latest development to come from the Islay Mist collaboration; personalized whisky favors. The launch also featured some of Scotland's top wedding suppliers, such as; Joyce Young Bridal, House Martin Barbers, Cherry on Top Cakes by Jackie, Regis Catering and Jennifer Morrison Florist.

The unique partnership first began last year in all MacGregor and MacDuff stores – Glasgow City Centre, Glasgow West End and Prestwick - whereby customers who hired or purchased an Islay Mist kilt would be gifted an Islay Mist miniature in their sporran to celebrate their special day, as well as a 10% discount voucher for nearby spirits specialist store, the Good Spirits Co. to redeem off a bespoke tartan bottling of Islay Mist whisky.

Brand and Marketing Manager of Islay Mist Blended Scotch Whisky, Julie Christie said, "From the outset of our collaboration with MacGregor and MacDuff, we wanted to highlight the importance of the 'made in Scotland' ethos and unify both our products to our targeted end consumer. The result has been tartan whisky miniatures which can be personalized with an individual's name, event occasion and date, doubling up as the perfect offering for wedding favors or gifts for a special occasion. The price of the customized miniatures will be £3.50 (US\$4.00 USD) per miniature and available at islaymist.com from mid-September.

There are approximately 278,500 weddings every year in the UK and the wedding industry is worth an estimated £14.7 billion (US\$16.9 billion) every year.