

Penderyn signs Wales footballer Gareth Bale as global BA



Superstar footballer and Penderyn brand ambassador Gareth Bale

Penderyn Distillery has announced that superstar footballer Gareth Bale has become a shareholder of the business and will be a global ambassador for its spirit brands. Bale, who is playing in this year's World Cup as the pivotal player on the Welsh team, is proud to be creating a world class partnership with the internationally acclaimed Welsh business.

"It is a combination of two global Welsh brands. Gareth Bale is an ambassador for Wales as a nation all around the world, and Penderyn is renowned for world class award-winning single malts and other spirits, and is now distributed in over 50 countries.

"We are very pleased to create this partnership as we continue to build our brands worldwide," says Stephen Davies, Chief Executive at Penderyn Distillery.

Gareth Bale, who plays for Los Angeles FC in the USA, has won 108 caps for Wales, scoring 40 goals, and is Wales' highest goal scorer. He is originally from Cardiff and began his career with Southampton at the same time Penderyn was laying down their first single malts, before playing for Tottenham

Hotspur and Real Madrid, where he won five UEFA Champions League Winners Medals and three La Liga titles.

"Everyone knows how proud I am to be Welsh and so it is a privilege to be able to invest in and become an ambassador for such an amazing Welsh brand. Penderyn single-handedly revived whisky production in Wales and have become an international success story because of their passion for the product and commitment to quality. It's hugely satisfying to be able to play my part in their continued success," comments Bale.

Penderyn is a long-time partner of the Football Association of Wales. The two teamed up most recently to produce the Penderyn "[YMA O HYD](#)" Single Malt Welsh Whisky, part of its Icons of Wales range, which officially celebrates Wales forthcoming World Cup campaign.

"In the future, Penderyn will be producing special celebratory 'Gareth Bale' whiskies but for now, we wish Gareth Bale, manager Robert Page and the Welsh team and staff the very best of luck in the World Cup," adds Davies.