

The Welsh Whisky Company appoints Simon Roffe as Director of Business Development



A snapshot of Simon Roffe, Director of Business Development, Penderyn Distillery

Following a year of international awards and sales successes, The Welsh Whisky Company (also known as Penderyn Distillery) is proud to announce that it has appointed Simon Roffe as its new Director of Business Development.

The announcement comes after a 12-18-month period of significant growth, which has only been curbed somewhat by the COVID-19 pandemic. This year, the brand is celebrating its 20th anniversary.

With almost 35 years of commercial and general management experience across a variety of major brand businesses in the drinks industry including Diageo and Remy-Cointreau, Roffe is excited to join the team. Most recently, the commercial leader played a key role in launching the travel retail business at Halewood Wines & Spirits – specifically, the great rise of Whitley Neill Gin.

“[We are excited to work with someone as experienced as Simon. His exceptional work in the global travel retail market and developing international markets, in particular, will support the plans we have in place for Penderyn over the next five years.

It has been a whirlwind year for our distillery and with whisky fans far and wide sampling our latest tastes and bottles, there is no limit to our global progression,]” said Stephen Davies, Chief Executive, Penderyn Distillery.

“I’m thrilled to be joining the Penderyn Distillery brand. Penderyn are already making huge leaps and bounds on the global spirits markets. They are a brand driven by enormous ambition. It’s exciting to

be working with such an innovative team delivering success after success,” said Roffe.