

# Loch Lomond Group continues partnership as Official Spirit of The Open Championship



Loch Lomond Group's position as the Official Spirit of The Open is highlighted through promotions at three major airports in Scotland this month

Independent distiller, Loch Lomond Group has reaffirmed its position as the Official Spirit of The Open Championship, continuing a flourishing partnership with The R&A dating back to 2018.

Known as 'The One', The Open stands as one of the world's most prestigious sporting events, broadcast to 600 million households across nearly 200 countries.

Having extended the partnership last year to include Ben Lomond Gin as Official Gin of The Open, Loch Lomond is thrilled to support this year's 152nd Open Championship, which is taking place at Royal Troon in Scotland. Both Loch Lomond Whiskies and Ben Lomond Gin will also support this year's AIG Women's British Open, underscoring the group's dedication to both men's and women's golf on an international stage.

Colin Matthews, CEO of Loch Lomond Group, said, "Our ongoing partnership with The R&A and The Open Championship holds immense significance for Loch Lomond Whiskies. It not only aligns with our commitment to excellence but also provides a global showcase for our exceptional range of



whiskies to enthusiasts worldwide.”



The partnership with The Open allows Loch Lomond Group to connect with millions of fans through unique experiences and offers a platform for its annual release of Open limited edition whiskies

Luke Maga, Managing Director - Global Travel Retail, Loch Lomond Group, commented, “We are thrilled to leverage The Open’s global appeal to reinforce Loch Lomond Whiskies’ positioning as a dynamic force in the world of premium Scotch whisky. The partnership allows us to connect with millions of fans through unique experiences and offers a platform for our hugely popular annual release of Open limited edition whiskies.”

To enhance engagement with global travelers, Loch Lomond’s partnership with The Open is being amplified in travel retail with activations at three major airports in Scotland throughout July. This strategic initiative brings the spirit of The Open directly to passengers, offering them an immersive introduction to Loch Lomond’s award-winning whiskies. Travelers at Glasgow Airport, Edinburgh Airport, and Glasgow Prestwick Airport can sample The Open Course collection, as well as The Open Special Edition - both served neat to highlight the core flavor profile from Loch Lomond - along with unique cask finishes.

Each year, Loch Lomond Whiskies introduces exclusive editions tied to The Open, embodying the event’s prestige and providing collectors with sought-after expressions that celebrate the spirit of golf. This year, the distillery presents two limited releases dedicated to The Open. Leading the collection is The Open Special Edition 2024 (£45 RSP, US\$59), a single malt crafted in collaboration with golf ambassador Colin Montgomerie to commemorate the 152nd Open at Royal Troon. This

expression, aged in American Oak and finished in Chardonnay wine casks, offers notes of honey blossom, orchard fruit, and toasted oak, culminating in a subtle smoky finish. Limited production ensures each bottle is a collector's item, featuring Montgomerie's signature.

Additionally, Loch Lomond introduces The Open Course Collection (£290 RSP, US\$378), a tribute to the 152<sup>nd</sup> Open Championship at Royal Troon. This rare 24-year-old Single Malt Scotch Whisky, distilled in the year 2000 using Loch Lomond's unique Straight Neck pot stills alongside traditional Swan Neck stills, showcases the distillery's meticulous craftsmanship. Matured in American Oak and finished in Manzanilla sherry butts, the whisky reveals a complex profile with notes of baked apple, nutmeg, marzipan, and toasted oak. Limited to 4,500 bottles globally, this collection exemplifies the pinnacle of whisky artistry and is a must-have for collectors and connoisseurs alike.