

RNS REACH

8 November 2021

The Artisanal Spirits Company plc

("The Artisanal Spirits Company", "ASC" or the "Company")

Launch of J.G. Thomson & Co.

The Artisanal Spirits Company (AIM: ART), owner of The Scotch Malt Whisky Society ("SMWS"), the leading curator and provider of premium single cask Scotch malt whisky and other spirits for sale primarily online to a discerning global membership, has launched J.G. Thomson & Co. ("J.G. Thomson"), a creator of small batch blended malt whiskies, grain whiskies, rum and gin.

Having acquired the legal rights to the J.G. Thomson brand in 2017, ASC is reviving a heritage brand committed to creating high-quality spirits with a focus on taste experience. The launch of J.G. Thomson has been supported by proceeds of the Company's IPO in June 2021. It forms part of the Company's long-term growth strategy to expand its addressable market by launching complementary but independent brands without compromising its core SMWS membership proposition.

J.G. Thomson has already received industry recognition, having been awarded a Master's Award, four gold medals and one silver medal at this year's Spirits Business' Luxury Masters, whilst pre-order sales via trade retail have been encouraging. J.G. Thomson products will be available from www.jgthomson.com as well as a range of leading whisky shops, bars and restaurants.

David Ridley, Executive Managing Director of the Company, said: *"We are delighted to announce the launch of J.G. Thomson, a heritage brand known for creating high-quality spirits that appeal to drinkers who are looking for bold and innovative tastes."*

This highly anticipated launch builds on the ongoing success of our business, including The Scotch Malt Whisky Society, and is a key part of our growth strategy as outlined at the time of the IPO earlier this year. The ASC continues to seek new growth opportunities within its core skill set, in related audiences with new differentiated offerings.

The new J.G. Thomson will consistently be on the lookout for new spirits and tastes and we look forward to producing spirits that will meet the growing appetite for high-quality products among discerning and adventurous drinkers looking to taste something new and extraordinary."

For further enquiries:

The Artisanal Spirits Company plc
David Ridley, Managing Director
Andrew Dane, Finance Director

via Alma PR

Singer Capital Markets (Nominated Adviser and Sole Broker)

Sandy Fraser
Rachel Hayes
George Tzimas
Asha Chotai

Tel: +44 (0) 20 7496 3000

Alma PR (Financial PR)

Josh Royston
David Ison
Harriet Jackson
Molly Gretton

Tel: +44 (0)20 3405 0205
artisanalspirits@almapr.co.uk

About The Artisanal Spirits Company

Artisanal Spirits Company (ASC) is based in Edinburgh. It owns The Scotch Malt Whisky Society (SMWS) which was established in 1983 and currently has a growing worldwide membership of over 30,000, paying subscribers.

Harnessing the experience of some of the most knowledgeable stewards in the industry, SMWS provides members with inspiring experiences, content and exclusive access to a vast and unique range of outstanding single cask Scotch malt whiskies and other craft spirits, sourced from over 100 distilleries in 20 countries and expertly curated with diligence and care. In 2020 over 85% of Group revenue was generated online, whilst 9% was generated through SMWS's four UK venues.

Having initially proven its premium experience model in the UK, SMWS is now able to offer its unrivalled breadth of distinguished flavours to an expanding international market, with 69% of 2020 sales from outside the UK. SMWS has a growing presence in the key international whisky markets of UK, China, USA and Europe.

ASC is building a portfolio of premium brands that bring together some of the world's best producers with a growing movement of discerning consumers by curating unrivalled collections of craft spirits.

About J.G. Thomson

J.G. Thomson & Co is a new, adventurous blender, creating small batch blended malt whiskies, blended grain whiskies, rum and gin. Inspired by its namesake, which was originally a wine and spirits merchant in Leith in the 1700s, J.G. Thomson & Co showcases exceptional quality blended malt whisky and spirits that are a little out of the ordinary, appealing to drinkers keen to continue their journey in bold taste.

www.jgthomson.com

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