

Loch Lomond Whiskies agrees to a partnership with the European Tour

By **Jas Ryat** on June, 18 2020 | Spirits & Tobacco



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Award-winning, independent Scotch whisky distiller Loch Lomond Whiskies has agreed to an exciting new partnership with The European Tour, becoming the first Official Partner of the new UK Swing.

The partnership with the European Tour means that the distiller's innovative and exciting range of Single Malt Scotch Whiskies will become "The Spirit of the Tour" throughout the duration of the UK Swing. Loch Lomond Whiskies have been "The Spirit of The Open" since 2018.

As part of the new relationship, Loch Lomond Whiskies' hand sanitizer will be available on every tee during each of the six UK tournaments when the European Tour returns to action in July.

Loch Lomond Group were one of the first spirits companies in the world to utilize their existing resources and infrastructure to make hand sanitizer to support those in need across the country throughout the COVID-19 pandemic. Following the resuming of the European Tour, Loch Lomond Whiskies will help to ensure good hygiene at all six UK tournaments, as part of its comprehensive health strategy.

As an Official Partner of the European Tour's UK Swing, Loch Lomond Whiskies will also support the launch of the new Golf for Good initiative, which will underpin all European Tour events this year by making a positive impact in the communities where the European Tour plays

"The European Tour is one of the most internationally recognized and respected golf bodies in the world and we are delighted to become a key partner of the UK Swing. This new association further extends our already very successful association with the game of golf through our existing sponsorship agreement with The R&A for both The Open and The Women's British Open and The PGA and allows us to support the launch of the European Tour's excellent Golf for Good initiative," says Colin Matthews, CEO of Loch Lomond Group.

"We are delighted to welcome Loch Lomond Whiskies and their award-winning brands as the first Official Partner of our new UK Swing. This innovative stretch of six events marks the start of our new Golf for Good initiative, enabling us to give back during these unprecedented times. Our health strategy is vital to this and Loch Lomond Whiskies will also contribute to that through the provision of hand sanitizer. This is a great example of how brands can work together in different ways at the moment," adds Max Hamilton, Head of Commercial Partnerships of The European Tour.

Following the suspension of the season due to the global pandemic, the European Tour will return to action initially behind closed doors in July with two events in Austria - the Austrian Open and Euram Bank Open - immediately followed by the UK Swing. The first tournament in the UK Swing is the Betfred British Masters hosted by Lee Westwood, which will be played at Close House, from Wednesday July 22 - July 25.

All tournaments will be subject to stringent safety and testing protocols set by the tour's health strategy, which will continue to evolve, aligned with international government guidance and health guidelines.