

MASTER *of* MALT

MASTER OF MALT'S MULTI-AWARD-WINNING #WHISKYSANTA RETURNS FOR 2017!

- *Master of Malt's multi-award-winning #WhiskySanta returns to give away over £150,000-worth of whisky, gin and other fine spirits during the Christmas period.*
- *Drinks lovers can 'wish' for their favourite tippie on Twitter, Facebook and Instagram – easily done directly from masterofmalt.com – with #WhiskySanta granting wishes every day until Christmas!*
- *#WhiskySanta will also be giving away free gifts to well over 10,000 lucky Master of Malt customers when they place their orders!*



3rd November 2017

Leading online drinks retailer Master of Malt is set to give away over £150,000-worth of whisky, gin and other fine spirits in the run up to Christmas as #WhiskySanta returns for 2017!

The award-winning campaign, first launched back in 2014, sees #WhiskySanta grant wishes from drinks lovers on social media and surprise thousands of lucky shoppers on masterofmalt.com with unexpected Christmas gifts at the checkout, from free drams of unusual and rare spirits, to full bottles worth hundreds of pounds - some will even receive their entire order **completely free!**

Web masterofmalt.com Press Pack bit.ly/whiskysanta



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#WhiskySanta will be doing his rounds from now right up until until Christmas Eve.

Drinks fans can ‘wish’ for absolutely anything available on masterofmalt.com by using #WhiskySanta across social media, and in turn everyone’s favourite festive, heavily-bearded, omniscient being will grant wishes each and every day!

With around 10,000 delicious whiskies, rums, gins, tequilas, Cognacs, wines, beers and other drinks in stock, there’s something for everyone. Shoppers can also make wishes on Twitter or Facebook in just a couple of clicks via the handy ‘Wish’ button next to every drink on the site.

As if that wasn’t exciting enough, #WhiskySanta will also reveal an additional extra-special gift that will be up for grabs each week. Above and beyond the regular wishes, he’ll be letting Master of Malt’s followers know when to place their **‘Super Wishes’ for these incredible gifts, the first of which will be announced on Monday 6 November.** Last year’s Super Wish gifts included drams of the rare-as-hen’s-teeth Buffalo Trace Antique Collection whiskeys and a full bottle of luxurious Macallan M single malt Scotch whisky. Drinks fans will want to keep an eye on the Master of Malt blog and social media channels throughout the festive season for details of this years’ exciting Super Wishes!

But wait, there’s more! #WhiskySanta is back behind the scenes on the Master of Malt site, offering customers **thousands of free gifts** when they place their orders. These goodies include Drinks by the Dram 30ml samples of fine spirits and spirit-filled Christmas Crackers; full bottles of award-winning single malt whiskies, gins and bourbons; free gift vouchers up to £100; and he’ll even pick up the entire tab from time to time. **That’s right, some masterofmalt.com shoppers will be walking away with their whole order for free!**

“We are incredibly excited and mildly terrified that #WhiskySanta has confirmed he will be returning to spread his special blend of spirited festive cheer to drinks enthusiasts the world over,” said Master of Malt editor, Kristiane Sherry, as she glanced nervously at #WhiskySanta rifling through shelves looking for ‘cool stuff’.

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#WhiskySanta had a fantastic Christmas in 2016, appearing on Twitter timelines over 30 million times, and reaching millions of individual people. Since its inception in 2014 the campaign has won a vast haul of awards, including the Best Digital & Social Media Campaign at the International Spirits Challenge (ISC) as well as the Best Social Media Campaign and Best Marketing & Advertising eCommerce Campaign at the eCommerce Awards.

ENDS

For Press Pack: bit.ly/whiskysanta

For further information, images or commentary please email press@masterofmalt.com

Notes for Editors:

Master of Malt is a multi-award-winning online spirits retailer that uses advanced technology to empower its passionate band of spirits lovers and beer nuts to deliver the world's best drinks buying experience. Named Global Online Retailer of the Year for the fifth time in six years at Whisky Magazine's Icons of Whisky 2017 and Online Retailer of the Year for the second time in three years at the International Wine & Spirit Competition 2016, they also scooped eCommerce Company of the Year and the eCommerce Gold Award (for overall ceremony winner) at the eCommerce Awards 2016.

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