

Master of Malt releases interest-bearing gift vouchers in time for Christmas

Master of Malt has revolutionised the concept of retail gift vouchers ([which they have declared as being evil](#), for various reasons) in time for Christmas - making for the gift (voucher) that *literally* keeps on giving.

Instead of these vouchers becoming "worthless anywhere between 6 months and a couple of years later or whenever you lose it (whichever comes sooner)" - these vouchers never expire, and actually increase in value over time, paying their "own particular brand of delicious interest at 5% (compounded) per year".

In a challenge to the retail industry at large, Master of Malt stated "We hope other retailers follow suit and put an end to the nonsense that is 'traditional' gift vouchers. In the meantime, we invite you to try ours - we think you'll like them."

In addition to that, Master of Malt have applied these same benefits to vouchers that have already been issued, stating "All the vouchers that are already 'out there' started accruing interest as of the 1st of June 2015, and all expiry dates on them will be ignored. From now on, they're subject to the same terms and conditions as the new vouchers. Enjoy! - #GoodEnoughIsnt".

Master of Malt have built a tool into their [gift voucher page](#) which allows the holder of a gift voucher to check the value of their voucher at any point in time, so recipients will be able to see how much their gift has grown in value since they received it.



Interest bearing, non-expiring gift vouchers [are now available from Master of Malt](#), ranging in value from £10 to £500.

About Master of Malt

Master of Malt is an award-winning online-only spirits retailer combining cutting-edge innovation and technical sophistication with 30 years' brand heritage. Starting as a mail order whisky service in 1985, it also traded from physical premises until the transition to become a dedicated online retailer was completed in 2009 under a new board of directors. Since then they've grown over 100-fold to become the number one online spirits retailer in the UK achieved through relentless focus on customer experience, delivered by people who care and supported by the best technology available.