# Liz Truss faces backlash over whiskey promo with controversial bare-knuckle fighter



Liz Truss, the former Prime Minister whose tenure lasted a mere 49 days in 2022, has recently stirred public interest by appearing in a promotional video for a whiskey brand owned by notorious bare-knuckle fighter Dougie Joyce. This unusual collaboration, which took place at Scunthorpe United's stadium, has sparked a mix of amusement and criticism given Joyce's checkered history with the law. In the video, Joyce, fresh from a stint in prison, affectionately declares, “Dougie Joyce loves ya,” to which Ms Truss responds enthusiastically, adding, “Liz Truss loves you.”

Joyce, who gained notoriety for violent incidents including an attack on a 78-year-old man, claims to have turned a new leaf, now focusing on charity efforts. His releases from jail have been marred by further legal troubles; he was involved in violent altercations stemming from longstanding family feuds. Truss’s decision to associate with such a figure has raised ethical questions about her judgement. A source voiced concerns, suggesting her decision reflects poorly not only on her personal brand but also highlights a significant lapse in the usual due diligence expected from someone of her former position.

According to Truss’s representatives, her attendance was intended to support local regeneration efforts and she did not receive payment for her appearance at the event. Nonetheless, social media reactions have been mixed, with some questioning the wisdom of her association with Joyce given his past. Critics argue that in her current political climate, where public image is crucial, aligning with figures with histories of violence could be detrimental.

Beyond this controversy, Truss's name has been brought up in less flattering contexts within political discourse recently. Keir Starmer, the Labour leader, has likened the economic proposals put forth by Reform leader Nigel Farage to her discredited mini-budget. This comparison underscores the ongoing scrutiny of Truss’s policies and their lasting impact on her reputation. In a political landscape increasingly defined by these past blunders, the associations and actions of politicians like Truss are observed with heightened caution.

At a recent appearance alongside Hungarian Prime Minister Viktor Orban, Truss continued to advocate for economic policies, a stark contrast to the chaotic economic conditions under her leadership. Those events serve as a stark reminder of her turbulent tenure and the potential ramifications of her every move in the public eye.

This peculiar venture with Joyce may have seemed like an innocuous show of support for local businesses, but it highlights the precarious nature of political reputations, especially when mingled with controversial figures. As Truss oscillates between public engagements and political discussions, the scrutiny of her past remains an ever-present shadow, influencing public perception and potentially her future political aspirations.

## Reference Map:

* Paragraph 1 – [[1]](https://www.dailymail.co.uk/news/article-14770545/Former-PM-Liz-Truss-bare-knuckle-fighter-whiskey-video.html?ns_mchannel=rss&ns_campaign=1490&ito=1490), [[2]](https://www.dailymail.co.uk/news/article-14770545/Former-PM-Liz-Truss-bare-knuckle-fighter-whiskey-video.html?ns_mchannel=rss&ns_campaign=1490&ito=1490)
* Paragraph 2 – [[2]](https://www.dailymail.co.uk/news/article-14770545/Former-PM-Liz-Truss-bare-knuckle-fighter-whiskey-video.html?ns_mchannel=rss&ns_campaign=1490&ito=1490), [[5]](https://www.rte.ie/video/id/3416/)
* Paragraph 3 – [[4]](https://www.inkl.com/news/liz-truss-reiterates-promises-to-cut-taxes-for-households), [[6]](https://metro.co.uk/video/liz-truss-apologises-mistakes-2797027/)
* Paragraph 4 – [[3]](https://www.pressandjournal.co.uk/fp/politics/uk-politics/2460841/trading-blows-liz-truss-points-finger-at-european-union-for-whisky-tariff-hike/)
* Paragraph 5 – [[7]](https://www.scottishdailyexpress.co.uk/news/uk-news/liz-truss-filmed-showing-dance-27620519)

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.dailymail.co.uk/news/article-14770545/Former-PM-Liz-Truss-bare-knuckle-fighter-whiskey-video.html?ns_mchannel=rss&ns_campaign=1490&ito=1490> - Please view link - unable to able to access data
2. <https://www.dailymail.co.uk/news/article-14770545/Former-PM-Liz-Truss-bare-knuckle-fighter-whiskey-video.html?ns_mchannel=rss&ns_campaign=1490&ito=1490> - Former UK Prime Minister Liz Truss appeared in a promotional video with notorious bare-knuckle fighter Dougie Joyce, endorsing his new whiskey brand. In the video, Truss holds a bottle of Joyce's whiskey and repeats his catchphrase, 'Liz Truss loves you.' The event took place at Scunthorpe United's stadium, with Truss attending to support local regeneration efforts. Joyce, previously jailed for violent incidents, claims to have turned over a new leaf and is now focusing on charity work. Truss's representatives stated she was not paid for attending the event.
3. <https://www.pressandjournal.co.uk/fp/politics/uk-politics/2460841/trading-blows-liz-truss-points-finger-at-european-union-for-whisky-tariff-hike/> - Liz Truss, the UK's Trade Secretary, has blamed the European Union for the US imposing 25% tariffs on Scotch whisky. She stated that Brussels failed to resolve the issue with the US, leading her to engage in direct talks with the United States to remove these tariffs. Truss highlighted the impact on the Scotch whisky industry, which has lost a third of its exports to the US since the tariffs were introduced. She emphasized the need for a solution to protect the industry and jobs.
4. <https://www.inkl.com/news/liz-truss-reiterates-promises-to-cut-taxes-for-households> - Conservative leadership candidate Liz Truss reiterated her commitment to reducing taxes for households during a visit to a whisky distillery in Elgin, Scotland. She criticized focusing on 'sticking plaster' solutions for the cost-of-living crisis and emphasized the importance of tax cuts to allow people to keep more of their own money. Truss also highlighted the need to boost energy supply to address the crisis effectively.
5. <https://www.rte.ie/video/id/3416/> - A young Liz Truss addressed a Liberal Democrat party conference advocating for the abolition of the monarchy. The video showcases her early political activism and provides insight into her political views during that period.
6. <https://metro.co.uk/video/liz-truss-apologises-mistakes-2797027/> - Liz Truss apologised for her 'mistakes' during an interview at the end of a dramatic day in Westminster. The Prime Minister faced questions about her economic agenda, which had been undermined by the dismantling of her former Chancellor's mini-budget. Truss's apology came amid efforts to salvage her premiership after significant political turmoil.
7. <https://www.scottishdailyexpress.co.uk/news/uk-news/liz-truss-filmed-showing-dance-27620519> - A video resurfaced showing Liz Truss dancing in a Manchester nightclub during the Conservative Party Conference in 2021. The footage captures Truss enjoying herself at Cruz 101, a venue in Manchester's Gay Village, where she attended a party organised by the LGBTQ+ Conservatives. The video has garnered attention, highlighting a lighter side of the politician.