# Liz Truss draws sharp criticism for promoting whiskey with convicted bare-knuckle fighter Dougie Joyce



In a bewildering display of political judgment, former Prime Minister Liz Truss has recently been spotted in a promotional video touting a new whiskey brand alongside notorious bare-knuckle fighter Dougie Joyce. This peculiar partnership unfolded at an event hosted at Scunthorpe United's stadium, where Truss was supposedly there to promote local regeneration efforts. Featuring Joyce, a recently released convict with a history of violent behaviour, the video includes the catchphrase “Dougie Joyce loves ya,” met with Truss’s equally cringeworthy response: “Liz Truss loves you.” While framed as a bid to uplift community initiatives, this collaboration has ignited widespread concern regarding her choice of companion.

Joyce's background is anything but commendable; known for a series of criminal offences, his latest release from prison followed a sentence for brutal violence, including an unprovoked assault on a 78-year-old man. On social media, he expressed gratitude for Truss's presence, absurdly claiming it imparted a “distinguished touch” to the occasion. Critics are quick to point out the risks involved in Truss’s association with such a figure, especially given her own legacy is already muddied by economic missteps and controversial policy decisions. One observer remarked, “It shows either a shocking lack of awareness or a blatant disregard for the implications. This is not a minor error.”

Despite her emphatic assertion that she received no payment for her appearance and was merely supporting local initiatives, the criticism towards Truss continues unabated. Detractors contend that as a former leader, she ought to wield significantly more caution in her public associations, particularly with someone like Joyce, who embodies the antithesis of responsible role models.

Truss’s ill-fated venture into whiskey promotion also calls to mind her earlier role as Trade Secretary, where she fought against US tariffs that threatened the UK whiskey industry. Back then, she lamented the significant financial losses, amounting to over £200 million, that the sector endured due to international sanctions. The stark contrast between her past advocacy for the industry and her present promotional misadventures raises serious questions about both her political savvy and her ability to craft a coherent public image.

Recently, Truss has found her name ricocheting within discussions of economic strategy, particularly during critique sessions led by Labour leader Sir Keir Starmer, who carelessly juxtaposed the fiscal proposals of Reform's leader with her own discredited mini-Budget from 2022. Starmer’s jab highlights ongoing vulnerabilities within the now disrupted Conservative Party, suggesting the ramifications of Truss's whiskey escapades reach much further than she might anticipate.

Beyond this peculiar publicity stunt, Truss also convened with Hungarian Prime Minister Viktor Orban, evidencing her attempts to remain relevant in international discussions despite the withering criticism directed at her previous policies and legacy. Her alliance with a controversial figure like Dougie Joyce reflects a desperate attempt to salvage her public persona, yet it unfortunately underscores the fragility of her political standing.

As Truss continues to chart her post-premiership path, her association with a figure like Joyce invites scrutiny and raises urgent questions about her political judgment and the lasting consequences of her increasingly questionable choices. The landscape is shifting, and her recent efforts do little to exude the competence and leadership the country so desperately needs in light of the new government’s leadership and policies.

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 Prime Minister Liz Truss appeared in a promotional video with notorious bare-knuckle fighter Dougie Joyce, who recently launched his own 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, aiming to support local regeneration efforts. Truss's representatives stated she attended to support community initiatives and was not paid for her appearance. Joyce, previously jailed for violent incidents, claims to have turned over a new leaf, focusing on charity work after his release.
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 Trump administration, leading her to engage directly with the US to remove these 'unfair' tariffs. Truss highlighted the impact on the whisky industry, which has lost over £200 million due to the tariffs, and emphasised the need for direct talks to protect the sector.
4. <https://www.inkl.com/news/liz-truss-reiterates-promises-to-cut-taxes-for-households> - During a visit to a whisky distillery in Elgin, Scotland, Conservative leadership candidate Liz Truss reiterated her commitment to reducing taxes for households. She criticised focusing on 'sticking plaster' solutions for the cost-of-living crisis and emphasised the importance of tax cuts to allow people to retain more of their income. 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 her enjoying herself at a party organised by the LGBTQ+ Conservatives. Truss's supporters praised her for letting her hair down, while others noted her love for 1980s music and karaoke.