

**A Journey through Scotch Whisky and Irish Whiskey!**

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**RUSS KEMPTON, CSS – Certified Specialist of Spirits**  
 Certificate of Expertise in the Sales & Service of Scotch Whisky –  
 Edinburgh Scotland

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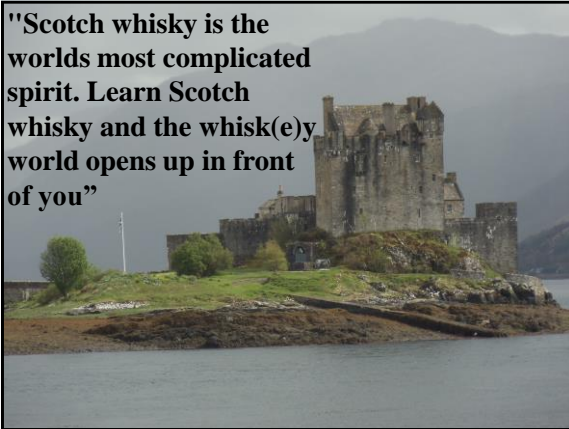
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**"Scotch whisky is the worlds most complicated spirit. Learn Scotch whisky and the whisk(e)y world opens up in front of you"**




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**The World of Scotch Whisky**



**Highland Whisky**  
 Speyside Whisky  
 Lowland Whisky  
 Campbeltown Whisky  
 Glenlivet Whisky

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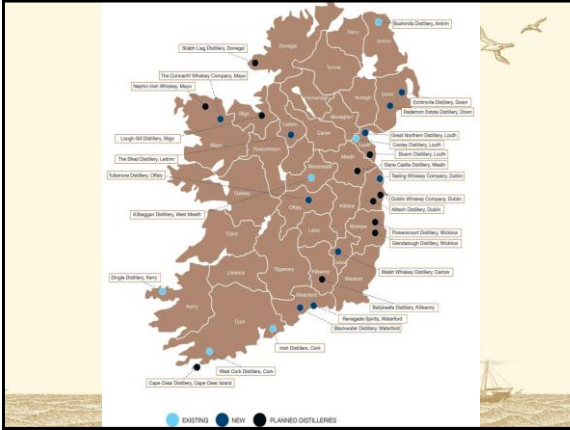
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## Whisky / Whiskey 101

- After the process of distillation was discovered, it was only a matter of time that people would use the product that was available, cheap and easy to use. Wherever there is an abundance of grain, Whisky/Whiskey is produced
- Whiskies are produced from cereal grains only = malted / mashed, fermented, distilled at no more than 190 proof, matured in new or old oak barrels of various sizes, then placed in the bottle at no less than 80 proof.
- Grains most typically used for Whisky/Whiskey are corn, barley, rye and wheat.
- The word Whisky comes from ancient Gaelic – Uisge Beatha (pronounced Oos-geh-BAW = Water Of Life). The English found word too difficult to pronounce and shortened it to present day Whisky.
- Scotland/Canada/Japan – Whisky.
- Ireland – Whiskey.
- USA – Traditionally Whiskey, depends on Distillery.

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## Philosophy of Whisk(e)y

### Distilling is a Science

The challenge to the distiller – control and repeat a naturally variable process

- Controlling ingredients
- Controlling fermentation
- Controlling distillation

### Blending is an Art

The challenge to the Master Blender - ensure every bottle tastes the same

- Quality check the whisky at every stage
- Allocate the maturing inventory to blends as the whiskies mature
- All judgments are made by smell and taste, guided by experience

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## Scotch Whisky



- Scotch Whisky – Country of origin is exclusively Scotland. The Distilleries style, cereal grains used and steps to a finished product are crucial in identifying the differences
- The Distilleries - single malts use copper pot stills and the grains are from continuous stills
- Single malts must be distilled from 100% malted barley and blends are a combination of various single malts, cereal grains and un-malted barley
- Scotch= Single Malt, Single Barrel, Single Grain, Pure Malts and Blends
- Each of the 128+ operating single malt or grain distilleries have their own unique traits due to its location and techniques; TIME / PLACE / ENVIRONMENT plays the vital role
- Scotch whisky is the most diverse spirit in the world due to the unique environment and vast eco-system in which it's formed
- All Scotch is Whisky, but not all Whisky is Scotch




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## Scotch Whisky Regions



- Islay (eye-la)- Small island off the southwest coast, heaviest of all Single Malt's, peaty and medicinal
- Campbeltown- Subtle aromas, medium-heavy peatiness, oily texture, full-bodied with few produced
- Lowland - Lighter than most, subtle aroma and taste
- Highland - Rich and full-bodied, fruity, tastes almost sweet, easy to drink, a few sub-district examples include Western, Northern, Skye, Coastal and Central
- Speyside - Heart of production, approximately 50% of all distilleries located here, generally sweet, complex, lightly peated
  - More are being built, capacity increased or coming out of mothballs.




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## Irish Whiskey



- Irish Whiskey – Country of origin is exclusively Ireland. The Distilleries style and steps to a finished product are crucial in identifying the differences
- Considered world's first whiskey-traceable to over 1000 years ago
- King James I granted the first license to distill whiskey in 1608 to Sir Thomas Phillips – established Bushmill's
- Made from fermented mash of malted and un-malted barley, corn, rye, other grains
- Irish= Single Pot Still, Single Malt, Single Grain and Blended
- Triple distilled, 3+ years old in used casks previously used for aging Bourbon, Sherry, Port, Rum etc.
- All Irish Whiskey is Whiskey, but not all Whiskey is Irish Whiskey




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## Scotch Whisky Today

- \*In 2018, the export value of Scotch Whisky grew +7.8%. The number of bottles exported also reached record levels growing +3.6% = around 90,000 cases.
  - \*The United States became the first billion pound export market for Scotch Whisky. The EU remains the largest region for exports, accounting for 30% of global value and 36% of global volume.
  - \*Blended Scotch Whisky underlined its position as the bedrock of the industry with global exports= around \$3.4 billion US. There was further growth in exports of Single Malt Scotch Whisky, growing by 11.3%.
  - \*41 bottles were shipped overseas each second in 2018
  - \*Scotch Whisky is exported to 175 markets worldwide
  - \*The Scotch Whisky industry directly employs 10,000 people in Scotland, including 7,000 in rural areas, and supports a further 30,000 jobs across the UK
- \* Courtesy of Scotch Whisky Association

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## Scotch Whisky Today- cont.

- \*Top 5 Market in 2018 by value:
    - 1 United States +12.8%
    - 2 France +2.0%
    - 3 Singapore +10.0%
    - 4 Germany -5.3%
    - 5 Spain -2.6%
  - \*Top 5 Market in 2018 by volume:
    - 1 France +5.3%
    - 2 United States +7.4%
    - 3 India +23.1m
    - 4 Mexico +11.9%
    - 5 Spain -9.5%
- \* Courtesy of Scotch Whisky Association

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## Diageo- World's Largest Spirits co.

\*\*"Fantastic to see continued growth in #ScotchWhisky tourism reflected in record industry figures for 2018. We're committed to keeping Scotland at the forefront of the global boom in food & drink tourism with our £150m investment in #JohnnieWalker & @12distilleries well under way."

\* Source- Diageo

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## Irish Whiskey Today



\*Ireland is the home of whiskey! Irish Whiskey has been distilled in Ireland since the 6th century and is one of the oldest spirit drinks in Europe. It has deep roots in Ireland and is a product of which we can be proud.

\*Industry investment and consequent production grew rapidly in the late 18th century. At its height in the mid-19th century 88 licenced distilleries, producing more than 12m 9-litre cases annually, made Irish Whiskey the largest global spirits category of the time. However a combination of events led to the industry's demise and by the mid-1980s only two Irish whiskey distilleries remained, both owned by Irish Distillers. Scotch, Bourbon, and Canadian whiskeys had all surged and left Irish volumes far behind at about 1% of global sales.

\* Courtesy of Irish Whiskey Association



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## Irish Whiskey Today- cont.



\*The late 1980s marked the beginning of Irish Whiskey's comeback. In 1988, Irish Distillers (IDL) became a member of Group Pernod Ricard, which provided massive distribution opportunities for Jameson, and the other IDL Irish whiskey brands, through its well-established global sales network. In 1987, Cooley Distillery was established and was the first independent distillery to begin distilling Irish Whiskey in over 100 years

\*However, in 2010, there were still only four distilleries in Ireland in operation producing and selling Irish Whiskey:

- Cooley Distillery (est 1987)
- Kilbeggan Distillery (est 1757, re-commissioned 2007)
- New Middleton Distillery (est 1975)
- Old Bushmills Distillery (est 1784)

Today there are less than 30 opened Distilleries with more planning to open.

\* Courtesy of Irish Whiskey Association



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## Today's Flight 1- Irish v. Scotch



Scotch whisky:

- 1- Oban 14 year, Est. 1794 – Highlands (Western) 86p. Oban Is Gaelic for "Little Bay"
- 2- Glenfiddich 14 year, Est. 1887 – Speyside 86p. Glenfiddich Is Gaelic for "The Valley of the Deer".
- 3- Auchentoshan Three Wood, Est. 1823 – Lowlands (Western) 86p. Auchentoshan is Gaelic for "Corner of the Field". Auchentoshan is Triple Distilled.
- 4- Glendronach 12 year, Est. 1826 – Highlands (Eastern) 86p. Glendronach Is Gaelic for "Valley of the Blackberries".

Irish whiskey:

- 1- Knappogue 12 year "Single Malt", Est. Mid 60's - 80p. Knappogue is "Gaelic for The Hill of The Kiss". Cooley Distillery, Located on The Cooley Peninsula in County Louth.
- 2- Jameson Black Barrel, Est. 1780, 80p – Bow St. Distillery, Dublin & Irish Distillers, Middleton Distillery, Middleton, County Cork.
- 3- Tullamore D.E.W. 15 year "Small Batch", Est. 1829 - 80p. Tullamore D.E.W Distillery, County Offaly. D.E.W- Daniel E. Williams.
- 4- Sexton "Single Malt", Recently Introduced – 80p. Bushmills Distillery, 2 Distillery Rd, County Antrim.



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## Today's Flight 2- Irish v. Scotch

Scotch whisky:

- 1- Balvenie 14 year "Caribbean Cask Finish", Est. 1892 – Speyside 86p. Balvenie is Gaelic for "Beathan's Farm".
- 2- Royal Brackla 16 year, Est. 1812 – Highlands (Northern) 80p. Royal Brackla is Gaelic for "Speckled Hillslope" and the first whisky distillery to be granted a Royal Warrant.
- 3- Auchentoshan Three Wood, Est. 1823 – Lowlands (Western) 86p. Auchentoshan is Gaelic for "Corner of the Field". Auchentoshan is Triple Distilled.
- 4- Laphroaig 10 year, Est. 1815 – Islay (South Shore) 86p. Laphroaig is Gaelic for "The Beautiful Hollow by the Broad Bay".

Irish whiskey:

- 1- Teeling "Small Batch" "Rum Cask Finish", Est. 2012- opened 2015 - 92p. Crafted and Bottled by Teeling Whiskey Company, Newmarket, Dublin 8. Teeling distilling goes back to 1782.
- 2- Knappogue 16 year "Twin Wood" "Single Malt", Est. Mid 60's - 86p. Knappogue is "Gaelic for The Hill of The Kiss". Cooley Distillery is on The Cooley Peninsula In County Louth.
- 3- Tullamore D.E.W. 15 year "Small Batch" "Trilogy", Est. 1829 - 80p. Tullamore D.E.W Distillery, County Offaly, Ireland. D.E.W- Daniel E. Williams.
- 4- Connemara 12 year "Peated Single Malt" Est. 1987, 80p. Cooley Distillery is on The Cooley Peninsula In County Louth.




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## Today's Flight 3- Irish v. Scotch

Scotch whisky:

- 1- Tomintoul 10 year, Est. 1964 – Speyside 80p. Tomintoul Is Gaelic for "The Hill of the Barn".
- 2- Glenfiddich 14 year, Est. 1887 – Speyside 86p. Glenfiddich Is Gaelic for "The Valley of the Deer".
- 3- Tomatin 12 year, Est. 1897 – Highlands (Central) 86p. Tomatin is Gaelic for "Hill of the Juniper".
- 4- Auchentoshan Three Wood, Est. 1823 – Lowlands (Western) 86p. Auchentoshan is Gaelic for "Corner of the Field". Auchentoshan is Triple Distilled.

Irish whiskey:

- 1- Tyrconnell, Est. 1762 - 80p. Cooley Distillery, Located on The Cooley Peninsula In County Louth.
- 2- Knappogue 12 year "Single Malt", Est. Mid 60's - 80p. Knappogue is "Gaelic for The Hill of The Kiss". Cooley Distillery, Located on The Cooley Peninsula In County Louth.
- 3- Red Breast "Pot Still" 12 year, Est. 1912 - 80p. Irish Distillers, Middleton Distillery, Midleton, County Cork Ireland
- 4- Tullamore D.E.W. 15 year "Small Batch", Est. 1829 - 80p. Tullamore D.E.W Distillery, County Offaly, Ireland. D.E.W- Daniel E. Williams.




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## Today's Flight 4- Irish v. Scotch

Scotch whisky:

- 1- Traders Joe's 10 year- 80p. Alexander Murray, Est. 2004 – Aberdeen, Scotland.
- 2- Tomintoul 21 year, Est. 1964 – Speyside 80p. Tomintoul Is Gaelic for "The Hill of the Barn".
- 3- Auchentoshan Three Wood, Est. 1823 – Lowlands (Western) 86p. Auchentoshan is Gaelic for "Corner of the Field". Auchentoshan is Triple Distilled.
- 4- Balvenie 14 year "Peat Week", Est. 1892 – Speyside 96.6. Balvenie is Gaelic for "Beathan's Farm".

Irish whiskey:

- 1- Traders Joe's Special Reserve "Blended"– 80p. Cooley Distillery is on The Cooley Peninsula In County Louth.
- 2- Knappogue 21 year "Single Malt", Est. Mid 60's - 92p. Knappogue is "Gaelic for The Hill of The Kiss". Blend of 8 barrels aged 21 years and 23 years.
- 3- Tullamore D.E.W. 15 year "Small Batch" Blend "Trilogy", Est. 1829 - 80p. Tullamore D.E.W Distillery, County Offaly, Ireland. D.E.W- Daniel E. Williams.
- 4- Connemara 12 year "Peated Single Malt" Est. 1987, 80p. Cooley Distillery is on The Cooley Peninsula In County Louth.




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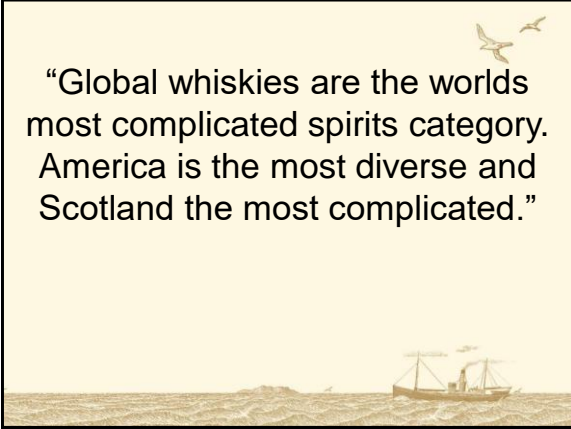
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“Global whiskies are the worlds most complicated spirits category. America is the most diverse and Scotland the most complicated.”




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**Today’s Industry Attendees- Selling to your customer:**

- First; make sure your spirits menu / selections are up to date with new category offerings from your wholesaler’s.
- Become the expert; this seminar is a great start.
- Education is key in selling and upselling to your clients which in turn adds to your bottom line; ask your wholesaler to come in and train you and your staff; not once but until the staff is comfortable on all categories.
- Attend to learn and then create local Scotch whisky and Irish whiskey events.
- Menu updates-  
 Scotch – single malt, single barrel, single grain, pure malts and blends  
 Irish – single pot still, single malt, single grain and blended




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**Questions?**  
**Thank you for Attending and your time!**  
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