

# Introduction



- Overview
- The differences between the two names go beyond the letter 'e' which is added on the latter; 'Whisky' (Scotch, Welsh and Japanese) and 'Whiskey' (Bourbon, USA, Irish and Canadian). All of them represent the expression of the distillation of fermented grain. Each region use different materials, production techniques and the law that classify them have different requirements. Starting with what is considered to be the more versatile and complex whisky of all, single malt and blended Scotch Whiskies, this document will go through all of them explaining the main characters of this fascinating product.
- Service and flavours
- It has been learnt that flavours on Scotch Whiskies are related to the place of origin, so when we are trying to identify the general characteristic of a bottling, we should always rely on the generic attribute that feature each region. What brings together the whole category is the way Scotch is served. In regards to blended Scotch usually they are mixed with sodas or on the rocks, as they are drunk as refreshing aperitif or as light and tonic drink. For this service purpose should be use a tall tumbler. When approaching aged Single Malt, they can be served on the rocks or neat or to enounce the flavours with a dash of water. The old fashioned glass perfectly fits the purpose on both cases. Also widely used for Single Malt Scotches served neat is the whisky tasting glass (see picture on the left). Scotch Whisky is also present in some classic cocktails as Whisky Sour, Rob Roy, Rusty Nail and many more variation.

# Types of Whisky SCOTCH WHISKY



#### SCOTCH WHISKY

To be called Scotch whisky the spirit must conform to the standards of the Scotch Whisky Order of 1990 (UK), which clarified the Scotch Whisky Act of 1988, and mandates that the spirit. Must's and law MUST be distilled at a Scottish distillery from water and malted barley, to which only other whole grains may be added, have been processed at that distillery into a mash, converted to a fermentable substrate only by endogenous enzyme systems, and fermented only by the addition of yeast. MUST be distilled to an alcoholic strength of less than 94.8% by volume so that it retains the flavor of the raw materials used in its production, MUST be matured in Scotland in oak casks for no less than three years, MUST not contain any added substance other than water and caramel colouring. This definition is currently under review and new legislation is expected in the spring of 2008

#### Styles and categories

- There are two major categories, single malt and blended Scotch whisky.
- Single means that the product MUST come from a single distillery, while Blended means that the product is composed of whiskies from two or more distilleries. Single malt whisky is a 100% malted barley whisky from one distillery. Single grain whisky is a grain whisky from one distillery (it does not have to be made from a single type of grain). Vatted, Pure or Blended malt whisky is a malt whisky created by mixing single malt whiskies from more than one distillery. Blended grain whisky is a whisky created by mixing grain whiskies from more than one distillery. Blended Scotch whisky is a mixture of single malt whisky and grain whisky, usually from multiple distilleries.

# Types of Whisky

SCOTCH SINGLE GRAIN WHISKY



- Definition
- Grain Whiskey: In Scotland, "malt whisky" must use a 100% malted barley mash and must be distilled in a pot still, whereas Grain whisky is typically distilled in a continuous column still in a manner that results in a higher percentage of alcohol by volume (ABV), but less flavourful spirit. Because of this practice, grain whisky is seldom bottled by itself in Scotland, where it is instead manufactured primarily for blending with malt whisky to create blended whiskies, which account for over 90% of all Scotch whisky sales. The comparative lightness of the clearer, more-neutral-flavoured grain whisky is used to smooth out the often harsh characteristics of single malts.

• Occasionally well-aged grain whiskies are released as single grain whisky if made at one distillery or blended grain whisky if combining spirits from multiple distilleries. It is important to be aware that the phrase "single grain" does not refer to using a single type of grain to make the whisky — indeed, it is against the law to produce whisky in Scotland that is made from a single grain unless the grain is barley — in which case it would be considered a "malt whisky" rather than a "grain whisky". Instead, "single grain" refers to using a single distillery to make a whisky from at least two types of grain — one of which is required to be barley

# BLANDED SCOTCH WHISKY J.W. Black Label

- ABV
  - 40%
- Nose
  - Winter spice and treacle, hints of white pepper and a little citrus
- Taste
  - Notes of wood smoke and dry spice
  - Hints of barley and cereal with creamy toffee and a distinct herbal note
- USP (unique selling point)
  - Jim Murray awarded by 94 points
- Selling Price : Bottle Price :



# J.W. Double Black Label

- ABV
  - 40%
- Nose
  - Winter spice and treacle, hints of white pepper and a little citrus
- Taste
  - Notes of wood smoke and dry spice
- USP (unique selling point)
  - full-bodied intensity that makes it an unrivalled whisky choice.
- Selling Price:
- Bottle Price:



# J.W. Blue Label

- ABV
  - 40%
- Nose
  - Fragrant with good body. Notes of oak, crisp spice, dried fruit, pastries. Berry fruits, aniseed, hints of cedar, a touch of spice and citrus.
- Taste
  - Supple and balanced. Good toffee and hints of very wistful smoke. Chocolate, hints of grass and a good hit of malt.
- USP
- Only one in ten thousand casks makes the grade for Blue Label.
- Selling Price:
- Bottle Price:



# Chivas Regal 12 YO

- ABV
  - 40%
- Nose
  - A creamy, aromatic melange of vanilla custar
  - Hints of aniseed, lemon curd and butter toffee
- Taste

Bbanana chips showing through on the palate

- Notes of ground walnut and caramel
- USP
  - F. Paul Pacult "America's foremost spirits authority" described Chivas Regal 12 as "the blend for grown-ups", awarding it an impressive 9 out of 10
- Selling Price:
- Bottle Price:



# Chivas Regal 18 YO

- ABV
  - 40%
- Nose
  - Balanced. Orange peel, malted barley. Vanilla fudge, touch of spice.
- Taste
  - Medium body, marmalade, dark chocolate, touch of wood.
- USP
  - Personally created by Master Blender Colin Scott, including over 20 single malts from around Scotland.
  - The IWSC 2014 Trophy winning blended Scotch whisky.
- Selling Price:
- Bottle Price :



#### MONKEY SHOULDER

- From
  - Scotland
- ABV
  - 40%
- Nose
- An elegant, stylish nose of marmalade, Crema Catalana (apologies, but it really is there), cocoa and malt. Plenty of vanilla and a sprinkling of winter spice (nutmeg, cloves and cinnamon) alongside a mouth-watering hint of aniseed.
- Taste
- Very malty, creamy delivery with a suggestion of berry fruit. Juicy toasted barley, cloves and butterscotch. Manuka honey, hot-buttered-toast and dried apricot develop.
- USP

According to the Monkey Shoulder website: "Some say it tastes just like riding bareback on the wild moors of Scotland with a flame haired maiden on Christmas morning. Others agree it tastes like 007 wearing a tuxedo wetsuit." This is whisky to be enjoyed.

Selling Price : Bottle Price :



#### Glenfiddich 12 YO

- From
  - Scotland
- ABV
  - 40%
- Nose
  - hints of pear delicate balance
- Taste
  - Creamy with a long, smooth and mellow finish
  - Fruity notes, butter scotch and subtle oak flavour with long smooth, mellow finish.
- USP
  - Glenfiddich was carefully matured in the finest American oak and European oak sherry casks for at least 12 years, it is mellowed in oak marrying tuns to create its sweet and subtle oak flavours.
- Selling Price:
- Bottle Price:



### Glenfiddich 15 YO

- From
  - Scotland
- ABV
  - 40%
- Nose
  - Sherry, citrus orange in particular, dry wood. Slight suggestion of smoke
- Taste
  - Medium, Sherry, raisins. Fruitcake, spices, sweetness
- USP
  - Matured in American bourbon, Portuguese sherry and virgin oak. The whisky was then married in a Solera vat
- Selling Price:
- Bottle Price:



### Glenfiddich 18 YO

- From
  - Scotland
- ABV
  - 40%
- Nose
  - Loads of fruit. Zesty grapefruit, baked toffee apples. Dry, chocolate Flake-y wood and cinnamon.
- Taste
  - Candied fruits and Glenfiddich freshness balances richer notes of dried apricot, more cinnamon and toffee, ginger and dry Sherry.
- USP
  - Matured in a mix of Oloroso sherry and bourbon casks.
- Selling Price:
- Bottle Price:



### Macallan 12 YO

- From
  - Scotland
- ABV
  - 40%
- Nose
  - Nectarines, sugared almonds and vanilla toffee. Spicy oak and golden malt lend a good balance to the sweet opening notes.
- Taste
  - Rich and sweet with plump raisins. Developing orange peel notes. Warm oak at the core.
- USP
  - Stills are amongst the smallest on Speyside more contact with the copper
  - All Macallan casks crafted to their own specs instead of taking old ones from elsewhere
- Selling Price:
- Bottle Price:



#### Macallan 15 YO Fine Oak

- From
  - Scotland
- ABV
  - 43%
- Nose
  - There are notes of rich, lush stone fruits and Bramley apple, a hint of peel and some Calvados notes. There are some dry wood notes with a definite mustiness.
- Taste
  - Full and round with winter spices and vanilla crème and a little dark chocolate. A medium-length finish with dry oak.
- USP
  - Matured in a mix of sherry and bourbon casks
- Selling Price:
- Bottle Price:



#### Macallan 18 YO

- From
  - Scotland
- ABV
  - 43%
- Nose
  - Dried fruits and ginger with hints of vanilla and cinnamon
- Taste
  - Soft and rich, with hints of spice, clove, orange and toasted mature oak. Finish Lingering with dried fruits, ginger and orange zest.
- USP
  - The Macallan Sherry Oak 18 Years Old forms part of our Sherry Oak range which features a series of single malt whiskies matured in hand-picked sherry seasoned oak casks from Jerez for richness and complexity. A full bodied palate of mature oak, ginger and raisin flavours is complimented by a light mahogany natural colour
- Selling Price : Bottle Price :



# Jameson's

- From
  - Ireland
- Made with
  - Barley from a pot still and corn and barley mix from a column still
- ABV
  - 40%
- Nose
  - Oil, leather, corn on the cob
  - Popcorn with subtle lavender and spicy oak
- Taste
  - Mellow, creamy barley
  - Buttery sweet corn with light cinnamon and nutmeg
  - Hints of nuts, vanilla and honey
  - Finish is slightly spicy with buttery popcorn
- USP
  - World's best selling Irish Whiskey
- Selling Price : Bottle Price :



#### LAPHROAIG 10YO

- From
  - Scotland
- ABV
  - 40%
- Nose
  - Smoky muscular peat notes. There are spices, and liquorice, as well as a big dose of salt.
- Taste
  - Seaweed-led, with a hint of vanilla ice cream.
  - cardamom/black pepper/chilli. The finish is big and drying.
  - Really smokey and iodine rich.
- USP

The only malt from Laphroaig's range that John Campbell recommends with water; try it, it opens up the palate massively, providing a dazzling array of additional flavors

• Selling Price : Bottle Price :



# JACK DANIELS

- From
  - USA
- ABV
  - 40%
- Nose
  - Sweet corn and honey come out first. Vanilla, maple syrup, strawberry and fresh grass
- Taste
  - darker honey, vanilla, slightly creamy banana, roasted oak, cinnamon, licorice, and a little peanut butter.
- USP
  - Jack Daniel's Old No. 7 is one of the best selling whiskeys in the world. Jack Daniel's is made in the Tennessee sour mash style, which includes charcoal filtering the unaged whiskey.
- Selling Price : Bottle Price :.



#### MAKERS MARK

- From
  - USA
- ABV
  - 45%
- Nose
  - Sweet oak, vanilla, bright fruit and wheat prevail
- Taste
  - pears, light caramel and brown sugar, with a touch of cherries.
- USP
  - is made with soft red winter wheat, instead of the usual rye, for a one-of-a-kind, full-flavored bourbon that's easy to drink.
- Selling Price: Bottle Price:



#### WOODFORD RESERVE

- From
  - USA
- ABV
  - 45.2%
- Nose
  - Heavy with rich dried fruit, hints of mint and oranges covered with a dusting of cocoa. Faint vanilla and tobacco spice
- Taste
  - Rich, chewy, rounded and smooth, with complex citrus, cinnamon and cocoa. Toffee, caramel, chocolate and spice notes abound. Finishing Silky smooth, almost creamy at first with a long warm satisfying tail..
- USP
  - Woodford Reserve is a brand of premium small batch Kentucky Straight Bourbon. The Bourbon Features a high percentage of rye: Corn (72%), Rye (18%), Malt (10%).
- Selling Price : Bottle Price :



#### Bulleit Burbon

- From
  - United States
- ABV
  - 45%
- Nose
  - Spiciness and Sweet Oak aromas
- Taste
  - Smooth with tones of maple, Oak and Nutmeg finish, long dry and satiny with a light toffee flavor.
- USP
  - Bourbon comes from its unique blend of Corn (68%), Rye (28%), Malted Barley, along with special strains of yeast and pure Kentucky Limestone filtered water.
- Selling Price : Bottle Price :

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# Hibiki Harmony

- From
  - Japan
- ABV
  - 43 %
- Nose
  - Orange marmalade, cooked cinnamon apples, thick honey and umeshu
- Taste
  - Crushed almonds, stewed fruits, clove studded orange
  - Bright and long lasting finish with crisp apple and citrus
- USP
  - Picked up the top prize in its category at 2010 world whiskey awards
  - Old American oak casks are aged for 2 years with umeshu before ageing the hibiki

• Selling Price : Bottle Price :



#### The chita

- From
  - Japan
- ABV
  - 43 %
- Nose
  - menthol, manuka honey and rose water
- Taste
  - caramel, vanilla, and oak, then pear and cinnamon.
- USP
  - The Chita is a single grain Japanese whisky created by The House of Suntory.
- Selling Price:
- Bottle Price:

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#### YAMAZAKI 12 YO

- From
  - Japan
- ABV
  - 43 %
- Nose
  - : peach, Pineapple, Grapefruit, Clove, Candied Orange, Vanilla, Mizunara (Japanese Oak)
- Taste
  - Coconut, Cranberry, Butter, Finish sweet ginger, cinnamon, Long finish.
- USP
  - This 12 Year old Yamazaki first came onto market in 1984 and was the first seriously marketed Japanese single malt whisky. Yamazaki is not only the No.1 Single malt whisky in Japan, but is enjoyed in more than 35 countries
- Selling Price : Bottle Price :







#### Sesamie florentine

Jameson infused with sesame oil 50ml Maraschino luxardo 20ml

Honey 1gr

Cherry sauce 1gr