

mpi@lhc Workshop 2010 Glasgow

6pm Tuesday November 30, 2010

We'll tak' a cup of kindness yet

THE STORY OF SCOTCH WHISKY



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Discover the flavours of single malt whiskies at this talk and tasting by Dr. David Wishart, Honorary Fellow of Management at the University of St Andrews, and author of ***Whisky Classified: Choosing Single Malts by Flavour***. Dubbed the "Carl Linnæus" of whisky by fellow writer Charles MacLean, David Wishart was the first to categorise single malts by flavour.

His classification – an example of product segmentation, as used in marketing – is fully endorsed by the Scotch Whisky Industry, which honoured David by designating him a "Keeper of the Quaich" in 2006.

David will guide you through the history and romance of Scotch whisky, from the *aqua vitae* of the early monasteries, the alchemist's art of turning barley into liquid gold, and the hedonistic *uisge beatha* of remote Scottish crofts, to the taverns of the Royal Mile and hot toddies in Edinburgh's New Town. The surgeon barbers' monopoly in licensing whisky in 16th century Edinburgh spawned illicit stills in remote Highland glens, pitched battles with excisemen, and widespread smuggling.

The Royal romance with "Scotch" started with George IV in 1822, blossomed under Queen Victoria at Balmoral, and continues with the Prince of Wales today. Whisky is evoked in the poetry of Burns, in the travelogues of Stevenson, and in the art of Landseer and Wilkie.

London may have toasted with brandy in the Regency period, but when a tiny American beetle devastated Cognac in 1863, the upper classes turned to whisky and the famous Scotch brands were born. David Lloyd George tried his best to ban it in the cause of temperance, but he couldn't prevent the "Real McCoy" reaching the speak-easies of New York and Chicago during US Prohibition in the 1930s.

Today, the flavour of malt whisky is more diverse than ever, due to the influence of variable peating, cask preparation, extended maturation, and special finishing. David describes his unique statistical classification by **flavour** based on sensory analysis and profiling, with twenty of our finest malts to taste.

He has chosen some well-known favourites for his tasting, plus a couple of malts that are harder to find. They span the "flavour spectrum", the complete range of flavours of single malt whiskies as described in David's book **Whisky Classified**.

For tonight's tasting David will be presenting the malts of An Cnoc, Balvenie, BenRiach, Benromach, Connemara, Deanston, Singleton of Dufftown, Glenfarclas, Glenfiddich, Glengoyne, Glenlivet, Glenmorangie, Inchmurrin, Laphroaig, Ledaig, Macallan, Old Pulteney, Smokehead, Speyburn, and Tullibardine single malt whiskies.



References

Wishart D (2002, 2006), *Whisky Classified: Choosing Single Malts by Flavour*, Pavilion, London.
Wishart D (2009), The flavour of whisky, *Significance*, **6**, 20-26.