

6-7<sup>th</sup> November 2009  
Guildhall  
London EC2P

# THE WHISKY SHOW 2009

THE ULTIMATE TASTING EXPERIENCE

in partnership with



**THE WHISKY EXCHANGE**  
WELCOME TO THE WORLD OF FINE SPIRITS

All-inclusive Ticket:

## LUXURY TASTING EVENT

**Fine Single Malt Whisky  
Special Bottlings & Single Casks  
Whiskies of the World  
Traditional Scottish Food**

## THE WHISKY KITCHEN

with

**SHEILA McCONACHIE &  
GRAHAM HARVEY**

Speyside Professional Chef  
of the Year 2007

Live contemporary  
Scottish

## MUSIC & DANCE

at

**THE GREAT HALL  
in London's  
GUILDHALL**



Show Ambassador  
**CHARLES MACLEAN**



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## GUILDHALL

The Great Hall in London's Guildhall has been selected as a suitably beautiful setting for The Whisky Show, as well as for its ideal location in the heart of the "Square Mile", offering a luxury tasting event in sumptuous surroundings.

- The Whisky Show partners The Whisky Exchange will co-host the show and will be running a display stand on both days of the event where customers will be able to purchase the premium malts offered for tasting by the various exhibitors.
- The Whisky Show will host a large dining area in conjunction with acclaimed chefs Graham Harvey and Sheila McConachie, authors of *The Whisky Kitchen*. Graham and Sheila are the Chef/Patrons of the Craggan Mill restaurant in Grantown and won the Spirit of Speyside Professional Chef of the Year Award in 2007.



- **THE ALL-INCLUSIVE TICKET** price will include a free meal for all visitors featuring delicious whisky-infused dishes from the top selling book, which has won the award for Best Book on Cooking with Beer, Wine or Spirits at the Gourmand World Cookbook Awards 2009.
- The Whisky Lounge below the Main Hall will feature live and exciting modern Scottish music by Roddy Hart in a beautiful room under vaulted arches, designed to help visitors relax and savour the experience – or join in the dancing!

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## LUXURY TASTING EVENT

Presenting great whisky to serious whisky fans and keen amateurs in a comfortable, relaxed and fun environment, The Whisky Show (TWS) will be a refreshing and distinctively different event dedicated to the promotion and appreciation of the finest whiskies.

- Focusing on premium bottlings above each brand's standard expression (longer-aged whisky and/or special bottlings), TWS will offer a unique opportunity to sample top-end whisky for both the knowledgeable connoisseur and the passionate whisky fan wanting to learn more. For this reason, exhibitors have been encouraged not to bring their entry-level products to the Show.
- TWS will also be about fun and enjoyment, with luxury whisky-themed food and a separate Whisky Lounge dedicated to live contemporary Scottish music, creating a superb atmosphere – a world away from the stressed, workaday nature of many other whisky festivals.
- With a limited number of all-inclusive tickets available for each day, priced at £100 each, the event will attract the most dedicated enthusiasts and aficionados, providing a chance for the true whisky fan to taste the best whiskies in an intimate and luxurious but, above all, friendly environment.



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## SHOW AMBASSADORS



### CHARLES MACLEAN

Charles MacLean is a writer whose special subject is Scotch whisky, about which he has published eight books to date, including the standard work on whisky brands, Scotch Whisky and the leading book on its subject, Malt Whisky, both of which were short-listed for Glenfiddich Awards.

Whisky: A Liquid History, published by Cassell in 2003 was named Wine and Spirit Book of the Year (2005) by the James Beard Foundation of New York. MacLean's Whisky Miscellany was published in 2004.

He was founding editor of Whisky Magazine, and since 1995 has been Contributing Editor of the Scotch Malt Whisky Society's Newsletter (where he also chairs the Nosing Panel and writes the tasting notes). He is whisky correspondent of Scottish Field, British Editor of Whisky (Russia), and Consultant Editor to Fine Expressions (London). In addition he regularly contributes to magazines in Britain, The Netherlands, the U.S. and Canada.

He was trained in 'the sensory evaluation of potable spirits' by the Scotch Whisky Research Institute in 1992 and has presented numerous tastings and talks in the U.K. and abroad for whisky companies, corporations, universities and clubs, and on radio and TV. He is a member of the Judging Panel (Spirits) of the International Wines & Spirits Competition, and was runner-up as 'Communicator of the Year' in the 2003 IWSC Awards.

He acts as a consultant to the whisky industry on a variety of matters, and over the past 20 years has written promotional materials for all the leading companies and brands. He is also Whisky Consultant to Bonhams Auctioneers.

He was elected a Keeper of the Quaich, the industry's highest accolade, in 1992 for his services to Scotch over many years.



### ROGER MALLINDINE

Roger Mallindine has been in the Scotch Whisky Industry for over 40 years, 35 of which have been with Diageo GB. His passion for Scotch has taken him beyond his role as a roving Ambassador. He was responsible for the first ever Johnnie Walker Mentor Programme which was adopted globally for International Scotch Whisky Ambassadors.

Roger has lectured on cruise liners and has conducted tutored tastings throughout Europe and the UK. He has also lectured at universities and institutions in the City of London, Westminster and the South East.

He has also presented Malts and Blends to Royalty in aid of the the Princes Trust at Highgrove and to the King of Ghana whilst on his visit to the U.K

Roger was given the Freedom of the City of London in 1998 and joined the Guild of Freemen of the City of London in the same year. He was later made a director of the Guild and became a Court Assistant.

For his contribution to the Industry, Roger was proposed as a Liveryman of the Worshipful Company of Distillers in the Millennium and in 2002 was made a Keeper of the Quaich.

His final accolade was in 2007 when he was summoned to Glasgow and was given the Freedom of the City and became a "Burgess of Glasgow".

So you could say that finally an Englishman is recognized as an honorary Scot!

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Visitors to the show will have the opportunity to attend several Masterclasses run by some of the most famous names in the industry. Each Masterclass will consist of talks, discussions and tasting flights featuring some truly spectacular whiskies well above the standard fare offered at other whisky shows. Places on all Masterclasses are limited to 30 people.



## FRIDAY

### Masterclass 1 – TBC

### Masterclass 2 – Five Decades of Glenfarclas (Hosted by George Grant)

A luxury sampling of official bottlings from the Glenfarclas 'Family Cask' selection, featuring one vintage expression of each decade from the 1950s -1990s. A rare opportunity to witness the evolution of one of the greatest Speyside malts over the course of half a century.

## SATURDAY

### Masterclass 3 – Rare Malts, Lost Distilleries (Host tbc)

A celebration of times gone by, with a hand-picked selection of some of the finest whiskies ever released in the Rare Malts Selection – all of them from distilleries that are now obsolete or no longer exist. The tasting will feature all-time classics from Brora and Glenury Royal as well as more obscure gems from the likes of Convalmore and North Port.

- St Magdalene / • North Port / • Convalmore / • Glenury Royal / • Port Ellen / • Brora

### Masterclass 4 – Old vs. New (Hosted by Charles MacLean)

Does whisky age in the bottle and how different are today's whiskies when compared to those bottled under the same label many years ago? Find out for yourself with this comparative tasting of old and contemporary bottlings of three of the most famous names in whisky. This Masterclass will explore the differences between whisky brands as they were decades ago and how they are today, with a unique chance to taste some truly museum-worthy whiskies.

- Dimple 15 year-old vs. Haig & Haig 12 year-old (1940s)
- Macallan 18 year-old vs. Macallan 18 year-old (1960s)
- Laphroaig 10 year-old vs. Laphroaig 10 year-old (1970s)

### Masterclass 5 – Port Ellen Annual Releases 1-9 (Host tbc)

The full line-up so far of the already-legendary Port Ellen Annual Release collection. Almost all of these bottlings sold out within months of release and are increasingly valuable and hard to find, with bottles of the First Edition now changing hands for over £500. This promises to be a remarkable tasting.

### Masterclass 6 – TWE - 10th Anniversary Tasting (Host tbc)

In celebration of the 10th anniversary since the online launch of The Whisky Exchange, a series of very special whiskies have been bottled. This tasting's line-up is currently highly confidential, but will include some world-famous malts up to and over 40 years old.

(All Masterclass details are provisional and subject to possible change)

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From the luxury venue to the layout and format, every aspect of The Whisky Show will support the objective of making it a premium event, allowing distillers to showcase their finest whisky and giving visitors the unique opportunity to sample rare and special whiskies.

Location:

## **GUILDHALL**

Gresham St, London, EC2P 2EJ

Shows:

### FRIDAY 6<sup>TH</sup>

- 12-3pm Trade and Press only.
- 4-10pm A late afternoon / evening time slot that will permit London-based whisky fans to experience the show after working hours.

### SATURDAY 7<sup>TH</sup>

- 12-7pm A comfortable afternoon timing, designed to prevent the frantic atmosphere of other whisky shows and enable visitors to take their time.

## TICKET INFORMATION

The price of the ticket will include entry to the event, a goodie-bag with your free tasting glass, a free whisky-infused meal at The Whisky Kitchen, entrance to the Whisky Lounge and all tasting samples at The Whisky Show. There will be no voucher system at The Whisky Show.

Tickets for the Show will be available to purchase online from [www.thewhiskyshow.com](http://www.thewhiskyshow.com) and from The Whisky Exchange Shop in Vinopolis. Tickets for the event will go on sale in July 2009, priced at £100 per person. Masterclass tickets will go on sale nearer the event, prices tbc.

