

The Good Life Journal

March 2007 * Vol 1 *

Mc Beth On Whisky Private Club Newsletter

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BEST OF MOMENTS

Every month I hope to share my favorite Whisky moment from the month that passed.

This month had to be the response to a comment I made on Whisky being honest and a reflection of the people who make it . "Well if thats true can I have some of what they must be smokin on Islay." said a rather excited Mark Douglas , it was his first taste of an Islay malt

FEATURED PERSONALITY

Every month I hope to write about a person in this wonderful industry , be he or she a distiller a blender a writer or simply just someone worth writing about. If all else fails I will copy and paste an article from You or Heat magazine.

Or bore your socks off with a story of ma greyyt oonckle Jimme and his whiske flask.

STRANGE BUT TRUE

In Tokyo, a bicycle is faster than a car for most trips of less than 50 minutes!

Your body is creating and killing 15 million red blood cells per second!

The king of hearts is the only king without a moustache on a standard playing card!

WHISKY has to be a **minimum** of 43% Alcohol by volume in South Africa and only 40% in Europe.

WELCOME

Hello to one and all, now I do not consider myself much of a writer, I have however embarked on editing and writing our monthly newsletter. I hope you will find it fun and informative. I thought long and hard about what to call it and as everyone always says I have a good life , now mind you it is not as cozy nor as romantic as you may think, I have to agree, I do have a good life. What makes it really special is the wonderful people I get to share it with. I hope you will enjoy receiving this once a month, if you do not though please cancel it at admin@whiskyshop.co.za. I really hope I have not sent this to anyone that finds it offensive in anyway. Please do comment if you so wish I will try to answer all your mails send mail to info@whiskyshop.co.za. I hope the tasting notes make your life a lot easier to decide as to what malts to buy and that they will allow you to better understand your own taste in whisky. Next month I will be more topic orientated. Till then 'Slainte Mhathe'

Hector Andrew Mc Beth



FEATURED DISTILLERY

Name: Glenfarclas(Valley Of Green Grass)
Region: Highlands (Speyside) Scotland
Established: 1836
Owners: J & G Grant
No of Stills: 3 Wash 3 Spirit
Grain: Optic
Water Source: Springs On Ben Rinnes
Expressions:105,1997, 12 Yr old, 17Yr old,21Yr old, 25Yr old 40Yr old.
Wood:Mostly First use Sherry cask, Refill Sherry cask and plain wood.

The story of Glenfarclas Distillery, established in 1836, is as rich and colourful as the great Glenfarclas Single Highland Malt Scotch Whisky itself. It is the story of one Scottish family, the Grants, who since 1865 have been united by a single vision – the creation of the perfect malt whisky, the ultimate taste of Scotland.

“The Current CEO's great-great grandfather, John Grant, born in 1805 at the family farm of Lynbeg in the heart of Speyside, purchased Glenfarclas Distillery for the princely sum of £511.19s.0d on the 8th of June 1865.

To this day,Glenfarclas Single Highland Malt Scotch Whisky is distilled and matured at the family owned and run distillery, which thanks to the foresight of their forefathers remains independent.

The multi-award winning Glenfarclas Single Highland Malt Scotch Whisky continues to impress the tasting panels at both national and international competitions, year after year. Confirming the words of a great rival distiller in 1912, ‘of all the whiskies malt is king – of all the kings Glenfarclas reigns supreme’.



Glenfarclas distiller Of the Year 2006

The award, now in its fourth year, was organized by Whisky Magazine and announced at an Industry dinner held on the eve of Whisky Live. The prestigious award was presented to the company that has shown the most commitment to the development of whisky at all levels.

Its what they leave out that makes Glenfarclas Special.

Apart from being fiercely independent over the last 165 Years The grant family has consistently managed to produce what is a most classic Single Highland Malt Scotch Whisky.

They say their secret is the middle cut, as it is not what goes into their whisky but rather whats left out that makes it special.

If you do journey to Scotland be prepared to visit what must be one of the best Visitor center in Scotland.

From their biggest stills in Speyside to their phenomenal Ships room. This unique reception area tells the story of a great ocean going liner, the Empress of Australia, which sailed the seas during the early 20th century. Incorporated within the very walls are the original carved oak panels from the ship's splendid First Class Smoking Lounge. Complete with the original bar, from which numerous drams of Glenfarclas have been poured, the ship's Lounge is further replicated with intricate Italian plasterwork ceiling and chandeliers.



For that special gift or a memento of your visit, there is a selection of quality crystal ware, pewter ware, glassware, clothing and delicious Glenfarclas flavored whisky cake, honey, fudge and marmalade.

Not forgetting the large selection of Glenfarclas Single Malt Scotch Whisky on offer, including miniatures, and the highly collectible Millennium 40 years old.

"Whatever you choose to do, let them share the Spirit of Independence with you"

Durban to host FNB Whiskylive 2007

NC Connect the owners and organizers of Whiskylive South Africa, have announced that FNB has given them the go ahead to include Whiskylive Durban this year.

The festival is in its fifth year and its third with FNB as its headline sponsor is reported to be the biggest festival of its kind in the World.

Durban previously had to make do with a whisky dinner. This year Durban will be kicking the show off. The dates are as follows.

Durban: Wednesday, 24th & Thursday, 25th October 2007

Cape Town: Wednesday, 31st October - Friday, 2nd November 2007

Johannesburg: Wednesday, 7th November - Friday, 9th November 2007

W&M Stretches talks and Mallya's patience.

The King of good times seems to be getting impatient. UB Group Chairman Vijay Mallya has told CNBC-TV18 that if talks to acquire Whyte and Mackay scotch whisky don't close soon, he may walk away.

UB group chairman Vijay Mallya has given himself 4 to 6 weeks to close the Whyte and Mackay acquisition deal. After that, he says he will start talks with small distilleries to add scotch to UB's portfolio.

"I have walked away from deals earlier and I am prepared to walk out now. I will do a deal in favor of shareholders so that means that I have a price I am willing to pay. I think I also know what Whyte and Mackay owners expect so negotiations are on. But they cannot go on indefinitely and endlessly," says Vijay Mallya, Chairman, United Breweries.

While Mallya admits that Whyte and Mackay, with all its scotch reserves, is a good fit for UB, he says he will not overpay. Mallya got interested in Whyte and Mackay in October last year. Sources say he is willing to offer 400 million pounds for the company. But Whyte and Mackay expects about 600 million pounds.

Whyte & Mackay is the seventh-largest Scotch maker in Scotland with a turnover of USD 283 million. Its other major brands include Isle of Jura, Dalmore and Vladivar vodka.

Article Courtesy of Moneycontrol.com

Jameson global ads take fight to Johnnie Walker

Jameson is to embark on its first global ad campaign as it gears up to take on Diageo's Johnnie Walker brand. The Pernod Ricard-owned Irish whiskey brand is investing several million pounds in the campaign, which has been developed by TBWA\Ireland and will run in key markets later this year.

Pernod Ricard will use the activity to boost awareness of the brand, which has previously been given little marketing support by the spirits giant.

Three television executions - 'The Drummer', 'The Dancer' and 'The Harpist' - will introduce the line 'More than meets the eye' as the brand's slogan. The 'Harpist' execution shows a man dressed like a member of a rock band playing the harp, followed by the line 'Beyond the obvious'.

Ongoing marketing activity will focus on Jameson's heritage and the provenance of its ingredients. It will also highlight the drinks versatility and suitability for mixing with ginger beer.

Pernod Ricard's arch-rival Diageo is sponsoring the McLaren Formula One motor racing team through its Scotch whisky brand Johnnie Walker in a £15m-a-year deal to broaden international awareness.

Jameson also competes internationally with whisky brands including Chivas, Bells, J&B and Teachers.

Article Courtesy of Brand Republic

Burns birthday blunder spells embarrassment for distiller.

Red-faced distillery bosses have been forced to withdraw promotional Burns Night mementos after it was discovered they misspelled the bard's name.

Speyside-based Glenfiddich commissioned special hip flasks for customers ahead of the birthday of Robert Burns next week. A line from the bard's poem Scotch Drink was inscribed on the souvenir, but an embarrassing blunder underneath has forced the whisky giant to recall some of the promotional items.

Instead of attributing the poem to Robert or Rabbie Burns, the bard's name reads "Rdbert Bums". A spokesman for William Grant & Sons said yesterday the gaffe had affected only a small number of the flasks, which would be replaced.

It had been intended that customers who ordered four drams of the Speyside malt would receive the gift in the run-up to Burns Night on January 25. Instead, drinkers who participated were given a giggle on closer inspection of their newly acquired souvenir.

The Burns verse engraved on the flasks correctly read "O thou, my Muse! Guid auld Scotch drink". The distillery spokesman yesterday described the spelling error as an unfortunate mistake. We are talking in terms of a few dozen hip flasks that were affected and they have been replaced."

Article Courtesy of Press & Journal

The Good Life Journal

Featured Whiskies March 2007

1 Old Malt Cask Bunnahabhain 11 Years Old

Nose Subtle choc and mocca notes over a light malty depth

Palate Sweet cane sugar and molasses with hints of malt extract

Finish Mouth coating long finish and a touch of liquorice

2 Auchentoshan 10 Years Old

Nose A fragrant nose with loads of zesty fresh citrus notes

Palate Fruity citrus and a rich busy complex oak

Finish Soft oils dusted with cocoa and a hint of cinnamon

3 Arran 10 Years Old

Nose Apple pie maltness with drippings of Calvados and a touch of vanilla Ice cream

Palate Intense mouth soft tropical fruits between a layer of coffee and spice

Finish Long lingering finish java and pepper notes

4 Murray Mc David Auchriosk 1989

Nose An aromatic nose, green and crisp with a nutty oak sweetness and a jam infusion

Palate Crisp fruity even and clean flavors with a touch of Shiraz over a layer of malt.

Finish Long and bubbly

5 Murray Mc David Glendullan 1992

Nose Malt and Barley sweet red grapes floral fudge with toasted oak and vanilla

Palate Clean and confident malt and oak influence.

Finish Young malt slightly lingering

6 Old Malt Cask Macallan 21 Years Old

Nose Loads of diced fruits between soft rubber gloves and good sherried oak

Palate Enough barley and honeycomb to endure a strong oak influence and sweet spice onslaught

Finish Toffee treacle often fights sherry to a fennel finish

7 Glenfarclas 12 Years Old

Nose An intense honeycomb and barley with fresh green grasses and soft beeswax

Palate A perfect template for mouth feel a rich oily concentrate of honey and spice

Finish Absolute eternal finish rich spicy notes and sweet nutmeg and peppery finish

8 Glenfarclas 105

Nose Complex fruits such as spiked apples and pears with oak and toffee between fresh greens

Palate Sherry sweetness as the mouth waters rich pepper and hints of smoke

Finish One of the longer barley and malt finishes in sweet sherry and cinnamon

9 Bowmore 1989 16 Years Old

Nose Candied fruits toffee and marzipan with bound with a hint of bonfires and flint

Palate Delicate soft fruits melon kiwi all laced with light peat and latent smoke

Finish A light elegant Islay for a long smooth finish

10 Smokehead

Nose Heavy smoke and peat with hints of fresh lemon zing and ginger laced with plum sauce

Palate Hits the palate with cocoa peat smoke and oil, turning to sweet honey and a earthy pepper spice

Finish long waves of smoke and peat interrupted momentarily with mandarin

11 Old Malt Cask Laphroaig 17 Years Old

Nose Typically Laphroaig smoke over earthy peat with loads of TCP and tar

Palate Massive earthy notes of peat and oil turning to fruits and gentle toffee treacle

Finish Long lingering oak and sweet peat

12 Glen Garioch 15 Years Old

Nose A delicate floral nose with lavender and honey rather sweet

Palate A touch of honey with rich malt and floral intensity and a hint of Smoke

Finish Toffee and smoke combine in a spicy finale which softens slowly

APPLICATION FOR MEMBERSHIP

NAME: _____

ID NO: _____

MOBILE: _____

WORK: _____

HOME: _____

EMAIL: _____

CREDIT CARD DETAILS

HOLDER: _____

NUMBER: _____

CCV: _____

EXPIRES: _____

PURCHASE ONLINE @
www.whiskyshop.co.za or
Fax to 086 6709622

TASTING EVENTS

DATE :20 March 2007

TASTING:6 Single Malts

VENUE:Royal Cape Yacht Club

COST: R 75.00 Per Person

TIME: 6pm

Book On line

www.whiskyshop.co.za

Or Contact Bridgette

021 421 1354

DATE :27 March 2007

TASTING:6 Single Malts

VENUE:Royal Cape Yacht Club

COST: R 75.00 Per Person

TIME: 6pm

Book On line

www.whiskyshop.co.za

Or Contact Bridgette

021 421 1354

Comments and inquiries to admin@whiskyshop.co.za

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