

The Good Life Journal

May 2007 * Vol 3 *

Mc Beth On Whisky Private Club Newsletter

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Arran Founders Reserve

Dalmore Cigar Malt

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Connemara

Glenkinchie

Jon Mark and Robbos Rich Spicy One

Murray Mc David Ben Nevis 1999

Old Malt Cask St Magdalene 23 Years Old

Finlaggan Original Peaty

Murray Mc David Caol Ila 1991

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BEST OF MOMENTS

Wow this month has to be the day of the Semi final between South Africa and Australia. Every single person seemed to be behind our boys. Each time I turned on the TV or Radio I heard or saw someone saying they are sure we will beat Australia. These moments are all but too few ,I wish we could be more proud than we generally are . A big well done to Graham Smith and his team and well done SA for backing your team. Remember that it is worth dramming about.

FEATURED PERSONALITY

Laphroaig is often considered the definitive Islay malt, strangely in more than 190 years it never had a Islay native or Ileach as they are known manage it. That is until 2006 When John Campbell aged 35 became the manager. John joined the distillery in 1994 and has also worked at Ardmore the key malt to the Teachers Brand. Well done John at becoming the youngest distiller on the Island and here is to many more.

STRANGE BUT TRUE

Fingernails grow 4 times faster than toenails!

Men are 6 times more likely to be struck by lightning than woman!

A house catches on fire every 45 second in the USA!

7 of the top selling Single malts come from Speyside!

There were 82.5 million cases of whisky sold worldwide in 2005!

There are 104 Calories in an ounce and a half of Whisky!

A Record Year

It is not surprising that 2006 was a record year for Scotch whisky sales worldwide, the world seems to be getting smaller and as such we are influencing one another regardless of our geographical position. Our kids use you tube and cell phones to broadcast fads and school ground action for all the world to see.

Bloody marvelous I say finally it is not only millionaires that get to broadcast their will to us.

This month for sees The Spirit of Speyside festival from 3-8 may 2007. More than 22 events occur over the 5 days and is truly one of the most spectacular festivals world wide. News from my society is that the

first 4 tasting events have been reasonably well attended and the whisky has been spectacular in my opinion anyway. I really hope to receive more feedback from you the reader as it feels at times as though I am all alone in this. Thank you very much to those of you that have used both my site and attended tasting events it is appreciated and never taken for granted. Here is to a month of great feedback and more questions and record number of new members .Please remember to forward this to your friends and family and keep on spreading the word about us. Look forward to seeing you at my next tasting. Till then 'Slainte Mhathe' Hector Andrew Mc Beth



FEATURED DISTILLERY

Name: Edradour Distillery
Region: Highlands Scotland
Established: 1825
Owners: Andrew Symington Signatory
No of Stills: 1 Wash 1 Spirit
Grain: Optic(is bought in malted peated and ground)
Water Source: Mhoulin Moor Edradour burns
Expressions:Edradour 10 Edradour 15 cask
Strength Edradour Burgundy Finish and Sauternes Finish Ballechin(peated)
Wood: Mostly European Oloroso Sherry.



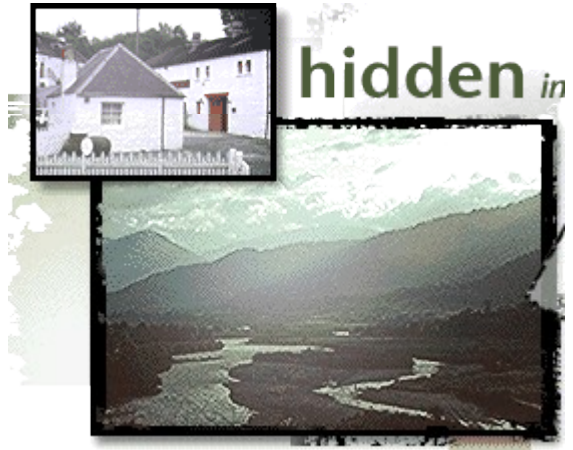
Scotland's Smallest Distillery

At Edradour we hold the proud distinction of being the smallest distillery in Scotland. We are also the last original 'farm' distillery in Perthshire. You'll find Edradour nestling in a pocket glen in the hills above Pitlochry in the Southern Highlands.

The Distillery

Looking at the distillery from the breath-taking surrounding landscapes, it is not unlike stepping back into a scene from Brigadoon. It was built in the early nineteenth century, and seems hardly to have changed in the last 170 years. Observing the cluster of whitewashed buildings with red doors, one visitor felt it was 'as if some little Victorian lass had grown tired of playing beside the burn and had left her toy houses there to gladden the landscape'. On the inside, precious little has changed either. There's the same wooden equipment which is used to mash and ferment the whisky in the same time-honoured ways. There are the smallest copper stills in Scotland - the smallest permissible by law. Our Morton refrigerator used in the distilling process was new-fangled in its day, of course, but is now the only working model of its kind left in the industry. The last modern change was in 1947 when electricity was introduced.

For the purposes of whisky distilling, Scotland is divided into a number of regions. These are the Lowlands, Highlands (including Speyside, a sub-region of the Highlands), Islay (the Western Isles) and Campbeltown. It is from the Highlands, one of the most breathtakingly beautiful regions in Britain, that Edradour hails.



Signatory appointed Ian Henderson as Director of Operations.

The distillery originally was known as The Glenforres Distillery. By 1841 it was registered as John McGlashan and company. The company then ended up in American hands until 1922 when it was acquired by William Whitely, whom mostly used it in his blend Kings Ransom.

Pernod Ricard bought the distillery in 1982 and ran it until early 2000 when it was acquired by Andrew Symington of independent bottler Signatory.

The new owners contracted Ian Henderson who had been the front figure at Laphroaig for many years, as Director of Operations.

Since taking over the two of them seem to have sorted out the past inconsistencies by concentrating on single cask bottling with different wood finishes. Ballechin is the latest offering from the distillery and is actually a peated Single Malt.

Annual production at Edradour is very small and is about the same as what your average distillery will produce in a week.

Burn Stewart and Distell in African venture

UK-based Burn Stewart Distillers is aiming to build sales of its three major Scotch whisky brands by establishing a joint venture in sub-Saharan Africa with wine and spirits giant Distell.

The agreement builds upon the South African company's existing distribution of CL WorldBrands-owned Burn Stewart's Scottish Leader brand, and will also cover Bunnahabhain Islay single malt and **Black Bottle blended Scotch**. Scottish Leader is growing fast in South Africa and is Namibia's best-selling Scotch.

Distell has built a strong distribution network in recent years beyond its native South Africa, particularly in countries like Kenya, Tanzania and Mauritius. "We have created a sound infrastructure from which to profitably market and distribute our brands in these countries, strengthened by a growing conversancy with local trading environments, each with their own specific set of demands," said Distell MD Jan Scannell.

Burn Stewart MD Fraser Thornton described the deal as "extremely significant", adding that it highlighted the company's long-term commitment to brand-building.

Article Courtesy of Drinks International

Glasgow hosts whisky conference

One of the biggest names in the drinks industry is set to address senior figures from the international whisky industry in Glasgow. Vijay Rekhi, president and managing director of India-based United Spirits, will deliver a speech to delegates at the World Whiskies Conference. Despite a global increase in demand for Scotch whisky, the amount exported to India last year dropped by 6%. The Scotch Whisky Association blames India's tax regime on alcohol. Both spirits and wine can attract 550% in import duty. In his speech to delegates, Mr Rekhi will stress the potential of the Indian market for Scotch whisky. United Spirits are currently in advanced talks about buying the Glasgow based distillers Whyte and Mackay. This will give United Spirits access to European markets and pave the way for Whyte and Mackay products to enter into India and possibly China.

Article Courtesy of BBC News

Whisky galore as sales hit record

The amount of scotch whisky sold abroad rose to record levels last year as more than one billion bottles were exported.

The value of global sales rose 4% to £2.5bn (\$4.9bn), representing a quarter of all the UK's food and drink exports.

There was growth in all leading markets in Europe, the Americas and Asia with demand in Venezuela, China and South Africa particularly buoyant.

The industry has recovered strongly in recent years after Asia's financial crisis hit sales in the late 1990s.

Bright prospects

Diageo, the world's leading scotch producer, recently announced plans to invest £100m on upgrading its distilleries across Scotland, a move which was seen as a signal of health in the industry.

The latest sales figures, published by industry body the Scotch Whisky Association (SWA), were derived from HM Revenue & Customs sales data.

Sales volumes rose 6% to 1.051 billion bottles last year, eclipsing the previous high of 1.013 billion in 2001. The best previous year in terms of sales value was 1997, when sales totaled £2.4bn.

The US remains the industry's most valuable market, with sales rising 7% to £400m.

Venezuela, however, saw the strongest growth last year, as sales rose 45% to £106.7m.

There was also encouraging growth in China, where demand for whisky has taken off in the past five years. China is now among the industry's 10 biggest markets. The industry said its prospects were brighter than they had been for many years.

"I am greatly encouraged that distillers, large and small, are investing in facilities in Scotland and taking advantage of opportunities worldwide, with markets in Asia, North and South America offering strong potential for growth," said Richard Burrows, SWA chairman.

Article Courtesy of BBC News

Featured Whiskies May 2007

The following whiskies have been selected for the Society tasting this month.

Jon Mark and Robbos Smooth sweeter one
The Balvenie Double Wood 12 Years Old
Arran Founders Reserve
Dalmore Cigar Malt
Oban 14 Years Old
Connemara

Followed By
Glenkinchie

Jon Mark and Robbos Rich Spicy One
Murray Mc David Ben Nevis 1999
Old Malt Cask St Magdalene 23 Years Old
Finlaggan Original Peaty
Murray Mc David Caol Ila 1991

Q & A

Please address any questions you have to info@whiskyshop.co.za.

Q: Will you be doing tasting events anywhere else in SA?

A: Yes I will travel to where ever there is a demand as soon as I have 50 Members in a centre I will visit them once a quarter at minimum.

Q: Who selects your whisky?

A: I do , the vision of the society is to grow to a point where we will have a tasting panel whom will sit once a quarter to determine which single cask whiskies we will purchase exclusively for the Society.

Q: Can anyone join?

A: Yes provided you are older than 18 years of age , though we do not encourage your joining till you are at least 21 years old

Q: Do you have a regular meeting place?

A: I currently use the Royal Cape Yacht Club as my official tasting venue. Once more the vision of the club is to have our own Clubhouse where members can meet or entertain guests in the future.

Q: Do you do tasting events at peoples private homes?

A: Have whisky will travel, however prefer to utilise one of many great venues available in and around Cape Town

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: 10 MAY 2007

TASTING: 6 Single Malts
VENUE: Royal Cape Yacht Club

TIME: 6PM

BOOK ONLINE

www.whiskyshop.co.za
Or Contact Bridgette
021 421 1354

DATE : 29 MAY 2007

TASTING: 6 Single Malts
VENUE: Royal Cape Yacht Club

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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