

MAY 2022

LUXEBOOK

Bruichladdich changes the whisky game

Mapping Scotch whisky's evolution

Know the right glass with your whisky

DUBLIN WHISKY TRAIL

Dublin whiskey trail
Exploring Irish whiskey hotspots that are timeless



Whisky Special Issue

THE GIST

Scotch and Soda

Indians are the largest whisky consumers in the world. It is consumed in the country in all sorts of settings – whether personal or professional. It is, more often than not, an occasional drinker's go-to drink of choice. Since May 21 is World Whisky Day, **LuxeBook** takes this occasion to deep dive into the world of whisky.

Whether it is to understand the nuances of how a glass can make a world of a difference (for instance, the beauty of the double-wall in a Norlan glass is that it serves to balance perfectly the need for a whisky to breathe, while preventing the whisky from absorbing warmth from your hand). Or perhaps to explore the Irish whisky subculture in Dublin (We don't just drink. We drink like we are trying to wake the dead,"). Some of the most recently awarded whiskies find mention in the pages inside. Grab a drink, get reading.

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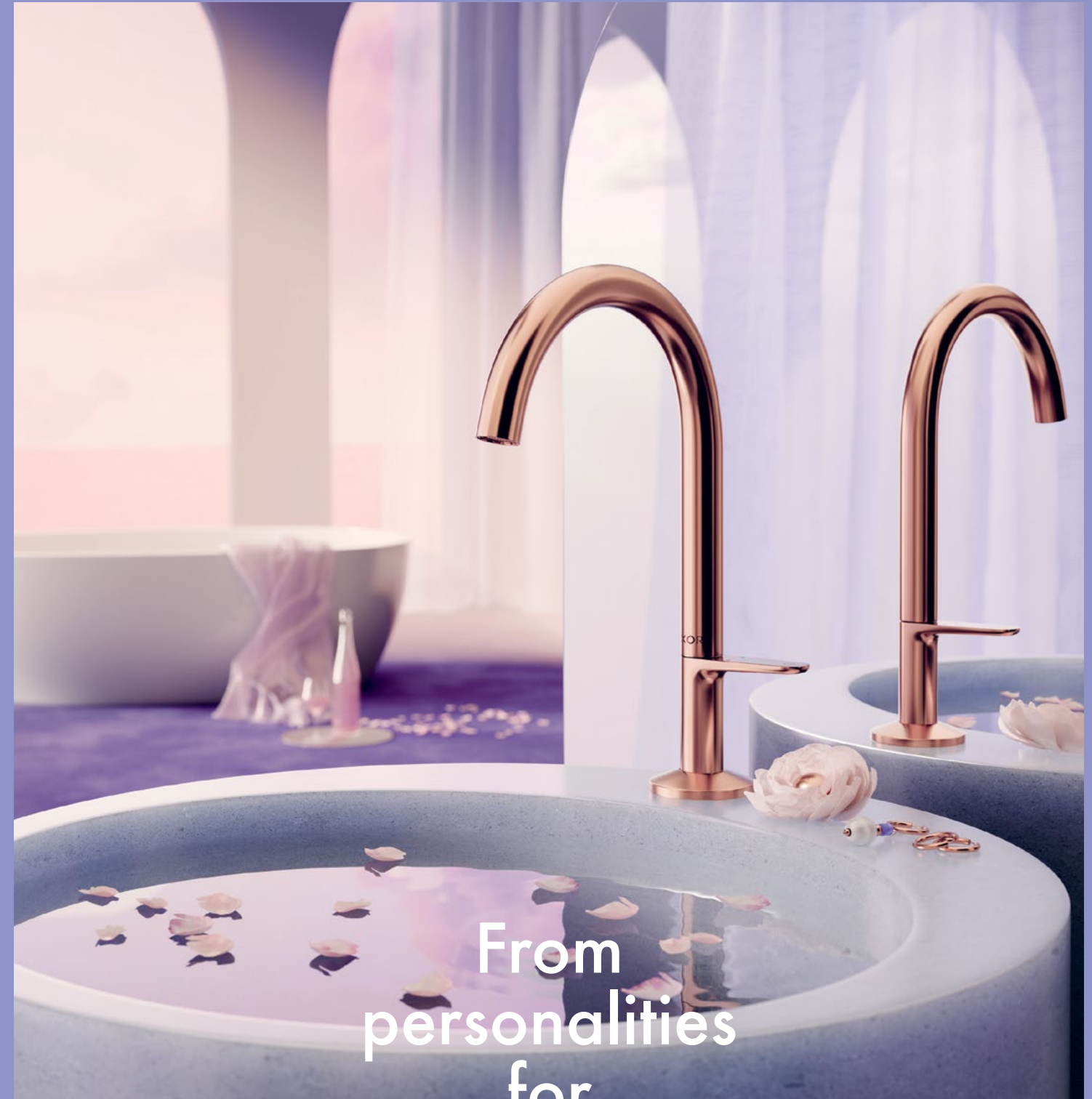
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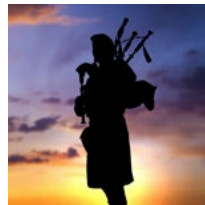
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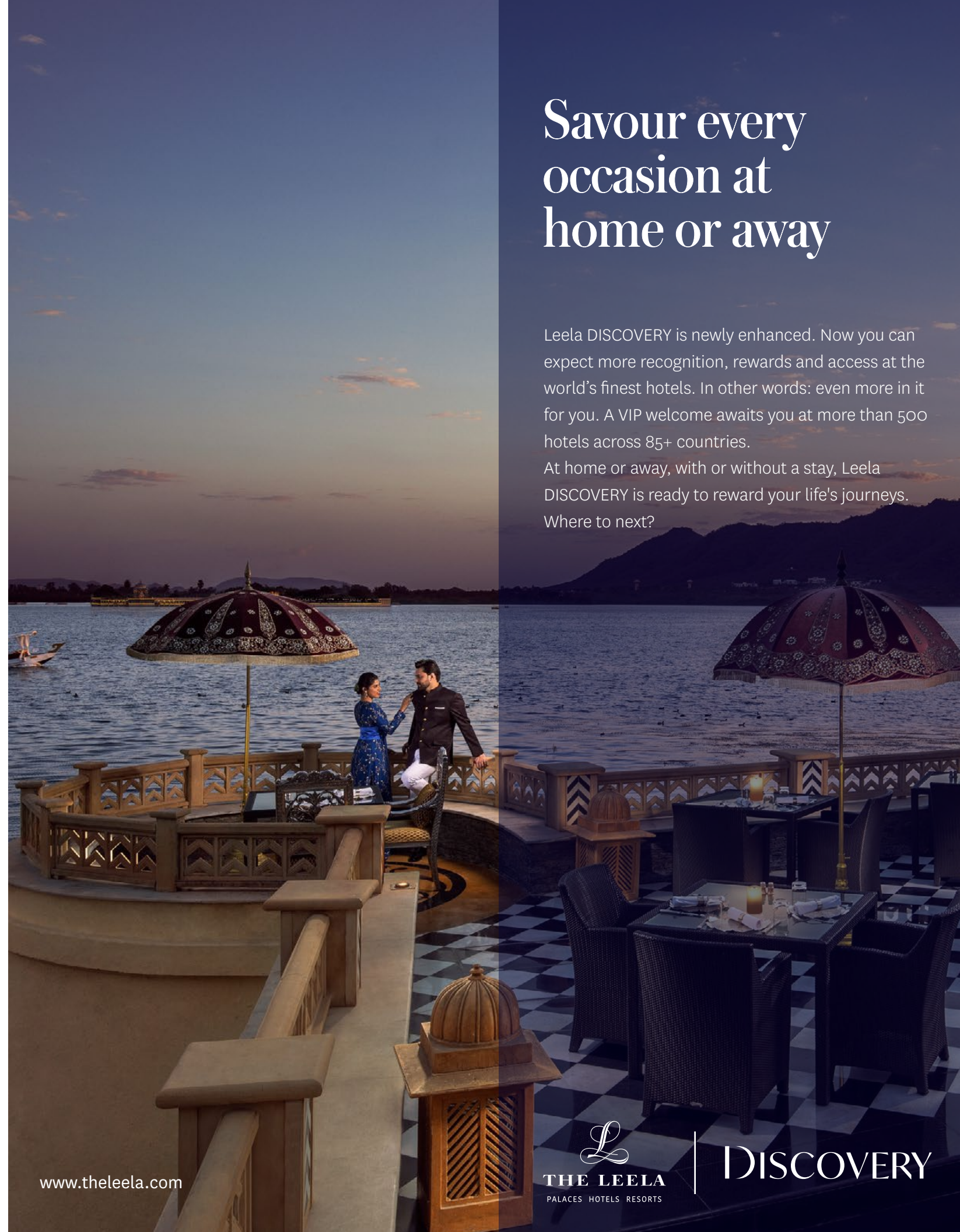
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Bruichladdich



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Indian single malts to vie for

BY SCHENELLE DSOUZA



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Like Indian wine, single malts too have created a small but memorable niche for themselves. Indian single malts have made a global impact, especially brands such as Amrut and Paul John aren't just limited to the domestic industry. These brands have made their presence felt in the Indian whisky industry for the longest time, getting the label of premium Indian single malts.

However, since then, experimentations with single malts has grown in the country with newer brands like Rampur, Kamet and Peter Scot coming into the spotlight. Indian single malts are said to be quite like Scotch whiskey, the only difference

being that they are produced and aged in India. Here are some of the popular Indian single malts to try out if you enjoy a good Scotch.

1. Amrut Fusion

Produced by Bengaluru based Amrut Distilleries, Amrut Fusion is an award-winning single malt and one of the most popular whiskies in India. The whisky is made with a combination of unpeated Indian and peated Scottish barley and has oak-y citrus and chocolate-vanilla flavour notes.

2. Indri

Indri is India's newest award-winning single malt distilled from a village named Indri in Haryana. It is a unique

blend that is produced in three different wooden barrels: ex-bourbon, ex-wine, and PX sherry casks, the only Indian single malt to be produced this way. The whisky has sweet flavour notes from vanilla and pineapple as well as a rich black tea aroma with a spicy undertone.

3. Kamet

Another fruity-floral flavoured whisky, Kamet is produced by Peak Spirits India. Even though it is named after Mt. Kamet in Uttarakhand, the whisky is distilled near Kurukshetra in Haryana. This single malt like Indri is unique because it is matured in three different casks: ex-bourbon American Oak, ex-red wine French Oak and PX

and Olorosso ex-sherry casks. Kamet uses six row barley which gives it a grainier taste, along with chocolate, vanilla, caramel and spiced notes.

4. Paul John Bold

One of India's best-selling whiskies, Paul John Whisky is produced in the holiday capital of India, Goa. Created by Michael John, Paul John Bold is crafted with barley sourced from Rajasthan. The single malt opens with a sweet oat honey and smoked mocha flavour which delves into a spiced peaty soot aroma.

5. Peter Scot Black

Peter Scot is one of the few Indian whiskey brands that offers a range in


its whiskies, from budgeted blends to premium single malts. Their most popular variant however is the Peter Scot Black introduced in 2019. At the time, the single malt was released only in Goa, Karnataka, Punjab, Rajasthan, Chandigarh, Daman, and Silvassa. It has a nutty almond flavour with hints of vanilla, butterscotch and orange, leaving behind a spiced, peaty smokiness.

6. Rampur Select

Rampur Whisky comes from one of India's oldest distilleries – Radico Khaitan, previously Rampur Distillery in Uttar Pradesh. The single malt is aged in ex-bourbon barrels which adds a rich oakiness mixed with a fruity

flavour. Unlike most Indian single malts, Rampur Select has a fruity aroma which comes from dried fruits like apricot and apple, along with sweet rich notes of honey, toffee, and vanilla.

7. Solan Number One

Solan Number One is one of India's oldest and most popular single malts. It is distilled in India's oldest Kasauli Distillery which is owned by Mohan Meakin, the genius behind India's favourite Old Monk Rum. Made in the early 1800s, Solan Number One has a rich spiced flavour from cinnamon and black pepper, which moves into a sweet citrus-y aftertaste. 

Here's why NAS WHISKY is worth the shot

Do age statements really define the quality of whisky? Experts weigh in

BY SCHENELLE DSOUZA



NAS or No-Age Statement whisky is simply whisky that comes without any information about its maturation. If you are a whisky fan, then the term NAS Whisky is something you might have heard many times before. One of the main reasons whisky aficionados stray far away from NAS whisky is the fact that it might not be aged for as long as a fine-aged whisky – because like fine wine, whisky only tastes better with age.

However, there has been a natural shift towards NAS whisky. Given the growing popularity of the drink, more people have taken to whisky from a younger age profile. With the growing demand for whisky, NAS whiskies have been recreated with a newer zest, specifically for those who enjoy the flavours of a good barrel-aged whisky.

To know more about NAS whiskies, **LuxeBook** spoke to Nikhil Agarwal, CEO and Founder of All Things Nice and Angad Singh Gandhi, Brand Ambassador of Glendfiddich India.

No Age Statement

For true whisky aficionados, the age on a whisky bottle is often the sole decider of quality single malt. That is one of the biggest differences between an aged and a no-age statement whisky.

By law, the age statement carried by a whisky must be that of its youngest whisky. For example, if a whisky is made up of 99% 25-year aged whisky, and 1% 3-year aged whisky, the age statement of that whisky must be 3 years. NAS whiskies are often



made up of different blends with different maturation dates – 3, 5, 10 or even 20 years, yet by law these will have to state the age of their youngest whiskey only. This is what leads to conflict among whisky drinkers who prefer an older age on a whisky bottle, which is traditionally considered superior.

During the early 20th century, whisky bottles often carried the average age of the whisky rather than the youngest. After this became illegal, it gave rise to NAS whiskies which have been around for nearly a century. Even though NAS whisky does not carry the age, we know for a fact that it is at least 3-years old because all whisky by law must be aged for at least three years.



Angad Singh Gandhi
Brand Ambassador
of Glendfiddich India



Aberlour A'Bunadh

A sherried cask strength whisky, Aberlour A'Bunadh is a symphony of sweet notes like candied almonds, butter cookies, orange peels and dried cherry, with spices like Szechuan peppercorn and nutmeg along with holiday spices.

Ardbeg Uigeadail

A mix of sweetness and smoke, Uigeadail is the perfect holiday whisky that smells like Christmas, with warm raisins, pine needles, and cedar aromas. The flavour palate on the other hand starts on a sweet note with honey and toffee, that build into rich, smoky aromas.

Ballantine's Finest Blended Scotch Whisky

First created in 1910, Ballantine's Finest Blended Scotch whisky remains one of the best whisky blends. The whisky has a spice-

first, sweet-next flavour from milk chocolate, red apple and vanilla that settles into a fresh, fruity aftertaste.

Glenmorangie Signet

One of the best whiskies of the year, the Glenmorangie Signet is a blend of two whiskies, one made with estate Cadboll and the second with high roast chocolate malt barley. It has a fruity flavour from candied orange peel along with spiced notes from coffee, ginger and cinnamon, followed by dark chocolate and tiramisu.

Haig Club

A fairly recent NAS single malt, Haig Club was launched by Diageo in collaboration with legendary footballer David Beckham and musician Simon Fuller. The whiskey is prepared in three casks: fast fill, rejuvenate and bourbon barrels. The whisky has sweet floral notes from

vanilla, honey, floral and fresh green apple closing in on raisins and toasted almonds.

Johnnie Walker Blue Label

An unrivalled masterpiece, the Johnnie Walker Blue Label is a favourite for both experts and novices alike. The whisky has a velvet-y taste from hazelnuts, honey, orange and sherry moving into an explosion of spice from ginger, sandalwood, pepper, and tobacco.

Monkey Shoulder Blended Scotch

A triple malt scotch that was made for cocktails, Monkey Shoulder Blended Scotch is a smooth and creamy but also very malty scotch whisky. Cocoa, vanilla and butterscotch mixed with toasted barley, cloves and peppermint to create a malty blend that is the perfect mix of sweet of spice. •



■ Nikhil Agarwal
CEO & Founder, All Things Nice



An infusion of flavour

Aside from the age factor, Angad Singh Gandhi believes it is the character of the liquid that differs too. He says, “Consumers prefer high age variants of single malts because the older the whisky, the longer the finish, which allows the flavour to linger on one’s palette once they have taken a sip.”

So why do brands really hide the age of a whisky?

According to Nikhil Agarwal, “Some distilleries may choose to hide the age simply because age statements are used as a marketing tool; if the whiskey is young, it may come across as a negative. Others may choose to release them with No Age Statements because they feel that their whiskies are beyond age statements.”

Truly, a good whisky is so much more than just age. Keeping the age factor out of the window, distilleries have the freedom to play around with flavour and finish. Through the influence of wood, distillation methods, time factors, distilleries can manipulate the character of the whisky right from its colour and texture to its flavours and aroma, creating new unique blends. So, if you have ever wondered what some of your favourite whiskies taste like together, NAS whiskies will show you exactly what that is like.

According to Agarwal, the barrels they are aged in plays a vital role in the flavour of the whisky. “A large part of the flavours and aromas associated with whisky comes from the barrels they are aged in. This comes with a caveat. Distilleries may use different size barrels that have been used before. Barrels can be thought of as

ingredients that play a part in the flavour of the whisky.” In the end, the overall whisky-making process remains the same for both aged and no-age statement whisky.

“The aging bit is what separates aged and no-age statement whisky,” says Gandhi. “For instance, you don’t age the whisky for 12 years rather for 6-7 years and then put it into another cask for a different finish to increase its complexity, making it a great product for the consumers.”

Gandhi further points out that while no-age-statement whiskies do not have an age label on them, they are single malts at the end of the day. “They have a characteristic belonging to the cask they are aged in. So, even if they are aged for a shorter period, it still presents a similar character profile as that of aged whisky. For e.g., if a non-age statement whisky is from an ex-bourbon cask, it will give you honey vanilla coconut caramel notes, whether you age it 6 years or 12, however with lesser density, colour and finish of the whisky.”

Not a new concept

No Age Statement Whisky may be a new term, but it is hardly a new concept. In fact, one can trace the history of the NAS whiskies to the 1900s around the time of Prohibition in the United States.

The Prohibition era was the main cause behind the rise of no age whiskies in the market. Both during and after the Prohibition, there was a swarm of illegally labelled liquor in the market. Aside from American straight whisky, most of the liquor available was a mix of two or more blends. In an attempt to hide the age,

distilleries would market them with terms like “ancient” or “very old” which would get them more attraction than otherwise.

The lack of whisky laws did not help either. One of the most prominent whisky laws today is that any blended whisky with an age statement must mention the age of the youngest whisky. Back then, distilleries would bottle a 10-year whisky with a 25-year whisky, putting the latter on the label.

After this became illegal, distilleries went on to mention the average age of the whisky so that people interested in older blends would still be interested. This too soon became illegal and so distilleries let go of the age statement altogether.

Growing popularity

Whisky as a category has been trying to increase its length and breadth; trying to reach newer consumers, converting blended whisky drinkers to single malts, and so, non-age statement whiskies play a pivotal role in the transition.

A chunk of whisky drinkers today includes the younger generations as well which has more to do with curiosity.

“The youth of today are more category curious,” says Gandhi. “They are willing to experiment, and so non-age statement whiskies are indeed, receiving receptivity as it becomes a stepping-stone in embracing their journey towards refined and aged single malts.”

On the other hand, Agarwal believes that people will gravitate to whiskies that they believe are good, whether

they are aged or released with no age statements. He too credits the younger audiences for being less set in their ways and happier to experiment. He also believes that a good distillery will give you quality whisky regardless of its age.

“One needs to follow and buy from quality distilleries that cannot phantom put out a whiskey that does not keep up with their lofty standards. These distilleries will release remarkable whiskies whether they state the age of the whisky or not. The rest is all marketing and gibberish.”

Embracing NAS whisky

Popular single malt brands have begun to embrace NAS whiskies, not just accepting their stand in the market today, but also venturing with their own NAS blends. Macallan, one of the largest single malt distillers in the world have been an ardent advocate of NAS whisky. Their Macallan 1824 Series is the most popular NAS whisky collection. The collection includes a set of four whiskies – Gold, Amber, Sienna, and Ruby, with each bottle matured in 100% sherry wood. All four whiskies have a toffee-like aroma with citrusy notes that close into a spicy cinnamon finish.

Other brands like Glenmorangie, Glenfiddich and Arbelour and Glenlivet, etc, have also ventured into unique NAS blends that are also among the most popular whiskies in the world at the moment.

You can find some of the top NAS whiskies that have made it to the list of best whiskies of 2022 in the box. [LB](#)



A small distillery with a big heart and a keen passion for the environment has been making waves on the Isle of Islay, on the 'whisky coast' of west Scotland.

BRUICHLADDICH

A whisky for the people and planet

Since Bruichladdich's resurrection in 2001, the distillery's ambitions have gone beyond the simple idea of making and selling single malt scotch whisky. Their goal was to be an antidote to the industry norm.

This was done by reconnecting the land and the dram, re-evaluating the prescribed 'rules' of the industry, questioning where flavour comes from and understanding why agricultural ecosystems are important. This was a journey that would go on to inspire an army of distillers and drinkers across the world.

Beyond profit

The natural evolution of this outlook is 'We Also Make Whisky', an international campaign designed to showcase the difference that can be made when

looking beyond profit, to a more holistic approach. Bruichladdich Global Marketing Manager, Lynne McEwan explains; "Over 20 years we have seen the difference business can make when decisions are based not only on profit but on making a positive impact for both people and planet. Having resurrected Bruichladdich in 2001 we started with 2 people and are now the largest private employer on the island, 52% of our barley needs are grown on the island and all our whisky is distilled, matured and bottled on site, regenerating our community with opportunities far beyond whisky making. There is always more to be done but leading with our values is key to the Bruichladdich philosophy and we are delighted to have a campaign that brings this to life in a way that is disruptive, engaging, and positive".

People and planet

This commitment to the environment, including the people in it, has earned Bruichladdich a prestigious B Corp certification. There are currently only six distilleries globally that have achieved the status, some making vodka or rum, others limoncello or gin, with Bruichladdich being the only whisky and gin distillery in Europe to meet the stringent standards of social and environmental performance, accountability and transparency.

Set up in 2006, the B Corp certification process was organised to help mission-driven businesses protect and improve their positive impact over time. Highlights that have helped Bruichladdich to achieve their certification includes benefit packages to staff, as well as being a diverse employer. Notably, it's the distillery's progressive attitude towards its community and sustainability which has helped it qualify.

We also make whisky

As the campaign states, Bruichladdich cares about progress, change, the environment and the people in it. It also makes whisky, very good whisky in fact. There are a few factors that sets this whisky apart. Take the Classic

Laddie for instance (in its unique aqua bottle); unlike most Islay whiskies, Bruichladdich whisky contains no peat.

When it comes to the key ingredient, the barley, Bruichladdich uses purely barley grown in Scotland (although there is no rule mandating this), which is then distilled and aged. The Classic Laddie is not defined by age, rather it's created by using several different cask and barley types, that have been aged for different periods. The foundation for the Classic Laddie is not a recipe set in stone, but a distilling philosophy. Each batch is unique as year-by-year the variety and provenance of the barley helps to shape the spirit, and as the distilleries ever-increasing range of casks from around the world help create an evolution of the flavours achieved.

Nothing is added in terms of artificial colouring, and nothing is taken away in that the whisky is never chill filtered (a process that strips away natural oils which can cause cloudiness).

As such each batch of the Classic Laddie will, by nature, be unique and subtly different, but it is ultimately the Head Distiller who curates this assemblage of their finest spirits, to showcase the classic, floral and elegant Bruichladdich house style. [LE](#)



The tasting notes for the Classic Laddie

Nose: Elegantly sweet with honeyed barley, boiled sweets and orange petals. Wafts of sea air.

Palate: Red apples and white grapes, with touches of sweet cinnamon and brown sugar. Still softly coastal.

Finish: Mineral-rich malt, with toffee and more honey.

Whisky is a dark art that relies on innumerable variables: from the mash to the barrel, and the glass — it all matters. Neat or on the rocks; if you're a whisky connoisseur you know nothing tastes as good as a good old glass of aged whisky. And of course, there's a whisky glass for every type of whisky fan, and the right glass can change your whole drinking experience.

The shape and texture of the glass plays a vital role in the sensory experience of a drink — and not only due to the aesthetics. A good whisky in the wrong glass can often leave you disappointed. From how the whisky gets aired to the feel of glass while sipping the drink, the smaller elements add immensely to the experience. Whisky glasses are shaped to enhance the experience of drinking and nosing whisky.

Just like you can't drink wine out of a mug, whisky can't be had from a goblet. Many often preach that tulip-shaped glasses with a tapered neck are ideal for presenting the spirit's aromas and flavours. Others prefer a classic Old-Fashioned glass for sipping whiskey, and some simply use a shot glass. While some are designed to highlight the spirit, others are versatile picks that can be used for cocktails, neat pours and beyond. But no matter what, a well-stocked bar should have a few different types of glasses. We've rounded up the best whisky glasses to help you pick the one best suited to your taste.

A guide to pick the right whisky glass

Enhance your whisky experience by picking the right glass.

BY ARUSHI SAKHUJA



■ The standad tasting glass - Glencairn



■ Norlan Glass



■ Christofle, tumbler glass with gold detailing; Available at Emery Studio



■ Saint Louis, tumbler glass with gold detailing; Available at Emery Studio



■ IKAI ASAI Tumbler Glass

Glencairn Glass

Looking to savour an exquisite bottle of whisky? Then the Glencairn Glass is an exemplary option. Apart from giving the world some of the best whiskeys, Scotland also gave us one of the most prevalent and respected glasses in the world of whisky — the Glencairn. A standard tasting glass at most distilleries, they are designed to maximise the aromas and taste.

Norlan Glass

Take in the aroma of aged whisky as you stock the bar with the Norlan Glass. Combining design and functionality, these double-walled glasses capture the complex flavour and aromas of whisky. The beauty of the double-wall is that it serves to balance perfectly the need for a whisky to breathe, while preventing the whisky from absorbing warmth from your hand. Tasteful in design with an edgy touch, the glass instantly elevates your drinking experience.

Tumbler Glass

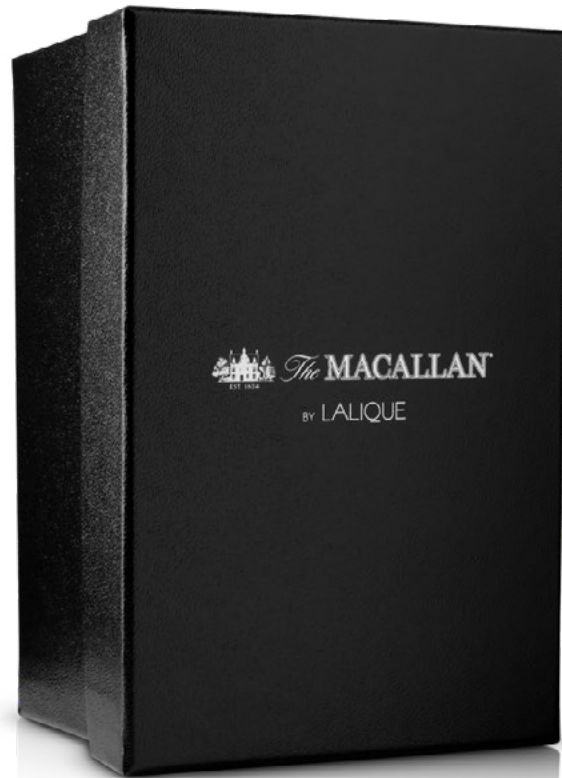
The most common of all whisky glasses, the Tumbler Glass — also known as the old-fashioned — comes in an array of designs. Not the best suited for nosing, due to its wide rim, it is ideal for 'muddling' cocktail ingredients. If you're someone who prefers to enjoy a glass of whisky at home, the old-fashioned is a must-have in your bar. A traditional glass for most whisky drinkers is the old-fashioned, also known as the Rocks glass. Commonly spotted in whisky bars across the world, this is the prototype of whisky glasses.

As the name suggests, this type of whisky glass is used to have whisky 'on the rocks' and is also the go-to for whisky cocktails.

If you wish to keep it minimal, Ikai Asai's version is a fantastic addition to your bar. For a more luxurious yet minimalistic appeal, opt for Christofle's old-fashioned or add a luxe element to your barware with the Christofle Old-fashioned featuring gold detailing. Saint Louis's tumbler with a narrow base is along similar lines is and finally The Macallan Lalique Crystal Tumbler Glass is sure to elevate the opulence of your serveware. However, if your bar boasts of a contemporary appeal, Vista Algeres portrait glass that plays with the texture of cutting and creating graphical overlays is the perfect addition. And, for a dash of colour, pick INVs Tumbler glass that brings sparkling sophistication to every sip.

The Copita Glass

A traditional Spanish glass used for sampling Sherry, the Copita glass is now a popular choice for whisky distillers. Being a stylish way to drink whisky, the Copita Glass with artistic design elements is just what you need to appreciate the flavour of single malts. It is a perfect glass for whiskey connoisseurs and enthusiasts who love to swirl their whiskey around in the glass. Known to enhance the aroma of whisky, this is an apt nosing glass. Let your guests be mesmerised as you serve them a glass of aged whisky in the Macallan copita glass.



■ The Macallan Lalique Crystal Glass



Snifter Glass

Like to savour your drink slowly? The Snifter glass will be used repeatedly for your favourites. Also known as a balloon or cognac glass, the short stem makes it the optimum choice for

aged spirits while promising a bouquet of aromas. The style of this glass is one used for spirits that deserve to be warmed slightly. So, if you prefer your whisky chilled, a snifter glass isn't the best idea.



■ Snifter Glass



■ Vista Allegre Highball glass



■ The one all mixologists love



■ Marly Highball with gold detailing

Highball Glass

A favourite of mixologists around the world, the highball glass is one to turn to for your whisky-based tipples. The length of the glass makes it easier to prevent spillage and allows for plenty of ingredients, ice and fizz. Some often confuse the highball glass with a vodka glass, but what makes it unique is its thick base. A staple choice for cocktail concoctions, it gets its name from the simplest whisky cocktails in the world – scotch and soda. If you like your whisky stirred with water or any other mixer, this will make the experience more pleasurable. Explore your bartending skills as you serve up a delicious cocktail in the Macallan Highball Glass or let the beauty of the Marly highball glass design take centre stage at your bar. For an opulent appeal, Vista Alegre's highball glass adorned with textured diamond-shaped can transform humble family gatherings into lavish events.



■ NEAT glass

NEAT Glass

The newest addition to the range of whisky glasses is the NEAT glass – Naturally Engineered Aroma Technology. Contrary to what the same suggests, it's not how you should enjoy your spirit. The scientifically designed glass offers a wide mouth to diffuse sharp alcohol fumes and lets you detect the hidden tasting notes. If you're a whisky newbie, we would highly recommend investing in a good NEAT glass.

So, the next time you sit to savour your whisky don't forget to carefully pick your glass – and thank us later! 🍷

Finding Liquid Gold in Dublin

Here's why the Irish capital is the go-to destination for whiskey lovers

BY JOANNA LOBO

Teeling distillery tour
Courtesy: Teelings Whiskey Distillery

It's called Writers' Tears.

The name jumps out at me from the whiskey section of the menu at Hairy Lemon, a green and yellow pub in Dublin's popular Temple Bar district. As a writer who has shed tears, particularly when a stressful deadline is coming up, it makes sense I try the whiskey! The single pot, triple distilled drink has spicy notes and a lingering finish.

Later, I learn more about this whiskey. Created by Walsh Whiskey in Dublin itself, Writers' Tears is a tribute to the golden age – 19th and early 20th century – of Irish whiskey and, Irish literature. It is said that many an Irish scribe found solace and even inspiration in a dram of whiskey, and when they cried, it was tears of whiskey.

It's my maiden visit to the Republic of Ireland and I am on a mission to try as many whiskeys as I can in a country known for producing some of the best in the world. It makes sense to start that journey in the capital, Dublin. It's a city that has witnessed the golden age of whiskey-making, its subsequent fall and now, its revival.

Every drop of whiskey comes with a story.

It begins with history.

It is widely believed that whiskey originated in Ireland, created by monks who learned the art of distillation from perfume makers in the Mediterranean. The first written record of whiskey comes from 1405 in the Annals of Clonmacnoise – it talks about the head of a clan dying from a 'surfeit of *aqua vitae*' (meaning water of life). The Gaelic name was *uisce beatha* (pronounced ishka baha), which got anglicised into 'whiskey'.



Dublin, Irish Whiskey Museum
Courtesy: Brian Morrison



Dublin, Irish Whiskey Museum
Courtesy: Brian Morrison

It's the first thing I learn at Irish Whiskey Museum, a fascinating place full of whiskey memorabilia, a collection of whiskey labels and advertisements, and a fully functioning bar. As part of a tour, my guide Paddy Hanna walks me through the Irish whiskey story, over two hours and across four rooms. Sitting in the first room, built like the inside of a church, I am told about the monks brewing 'fire water' and their first experiments with copper alembic stills.

In the second room, which resembles a rough distillery, Hanna talks about *shebeens* (private liquor houses), backyard distillers and the rise of Irish moonshine or poteen. Here I learn about the origin of the Irish wake. In those days, people who drank too much methylated spirit or were struck by unknown diseases would appear dead, so the three-day funeral was a chance to 'wake' them up. It was three days of drinking and merriment; making a racket that could wake up the dead. "We don't just drink. We drink like



Pearse Lyons Whiskey Distillery
Courtesy: Donal Murphy

we are trying to wake the dead," he quips. In this room, he talks about how whiskey making evolved – as barrels were taxed, people start hiding them underground, unearthing them after years to find that the poteen tasted better; and when malted barley was taxed, they started using un-malted barley.

Seated in a Victorian bar, Hanna takes us through the 1800s when Ireland was the capital of the whiskey world, and Dublin its centre. Records show there were 88 licensed distilleries in and around



Dublin, Irish Whiskey Museum
Courtesy: Brian Morrison



Jameson Distillery
Courtesy: Irish Distillers International Limited

the island, (and possibly hundreds of unlicensed). In those Victorian times, 'the big four' ruled whiskey production – George Roe, John Power, John Jameson and William Jameson – and they were based in Dublin. They made whiskey in pot stills and used a mix of unmalted and malted barley. In addition, the patent of the Coffey still by Aeneas Coffey meant quicker output and was cheaper than the pot still. His invention was bought by English and Scottish whiskey distillers who started producing blended whiskey,

which captured the market share dedicated to Irish whiskey.

Disaster struck in the early 20th century. The First World War, the Irish War of Independence and Prohibition in the United States and the rise of Scotch whisky had a significant impact on the industry. Without access to two major markets, production went into decline. The surviving distilleries – Jameson, Cork and Powers – joined forces to create Irish Distillers Group, and moved production to Midleton, County Cork; Bushmills

joined them later. The revival began in the 1980s: in 1987, Dr John Teeling opened the first new distillery in 125 years called Cooley; and French distillers Pernod Ricard bought Irish Distillers Group in 1988, taking Irish whiskey overseas with Jameson as its flagship brand.

Now, Irish whiskey is cool again.

If you ask Hanna, he will say Irish whiskey was always cool, and it cannot compare to Scottish whisky (in more than just the name). In the last room of the museum, the renaissance room, I find bottles from different Irish distilleries over the years. We end the tour with a tasting of some popular whiskeys – Kilbeggan, Powers, Connemara and my favourite, the Irishman.

Dublin is once again the centre of Irish whiskey, this time focussed on its revival. The Irish Whiskey Museum is a good and entertaining prologue. The buzzing Irish capital has much more whiskey within its pages.

Step out of the museum and to the left is the impressive James J Fox, a cigar and whiskey store selling premium Irish whiskey, miniatures and gift sets. Around the corner is Butler's Whiskey Café serving hot chocolate and rich, whiskey-fuelled chocolate bars.

The prologue completed, it's time to flip the pages of Dublin's whiskey distilleries and learn how they make whiskey. In Dublin, it is possible to wake up and wonder: which distillery should I visit today, and what new Irish whiskey can I try today?

The first should ideally be Jameson, easily the most recognised Irish whiskey in the world. The distillery was once on Bow Street,

founded in 1780 and shut when production moved to Midleton. It is now a visitor centre with interactive sessions and media to help visitors understand their process and history.

The most interesting distilleries are in the Liberties region. Once outside the city walls, and thus its jurisdiction, it meant people were 'at liberty' to do what they wanted. They wanted to make whiskey! In 2015, the new generation of Teeling whiskey-makers opened a new distillery down the road from the family one, and opened it to tours. There's the new Dublin Liberties Distillery, housed in a building dating back to the 1700s, which was originally a mill. Once upon a time, Thomas Street Distillery founded by George Roe in 1757 was the largest exporter of whiskey in Ireland. It shut in 1926 – all that remains are a windmill tower, and a pear tree. Guinness owners reopened that distillery as Roe & Co Distillery, giving it a swanky upgrade. The most fascinating of these distilleries has to be Pearse Lyons, which occupies the old (and now restored) St James' Church. It opened in 2017 offering tours of the graveyard, the church fashioned into a distillery and even a cocktail-making, and food pairing experience. By the side, guides share the history of the Lyons family (the grandfather of the owner is buried in the graveyard).

Each of these distilleries offer basic tours with whiskey tastings at the end, and premium ones that include cocktails, and sometimes, a make your own blend.

There are non-distillery tours too like the Dublin Whiskey

Experience where founder Gareth Downey shares insights into the city's whiskey history through its historic pubs and distilleries.

History and distillery tours are fun but they just whet the appetite for the real deal.

Is there a better way to learn about Irish whiskey than drinking it? As a bonus, it gives me the chance to soak in the atmosphere of different typical Irish pubs. Throw a stone in Ireland and it will hit an Irish pub, typically one that offers live music at nights, has football showing on the telly, and only serves alcohol. Dublin has one on every turn, each boasting a decent, if sometimes impressive, whiskey collection. The whiskey at most places is on tap. At O'Donoghue's – known for being the place where folk group *The Dubliners* began their career – I allow the bartender to pick the whiskey to accompany my Irish stew. She chooses a Green Spot, a robust single pot still whiskey whose origins go back to a Dublin merchant. An unassuming green façade greets me at The Celt, one of the few pubs to have Irish music all week. As pubs go, its busy, in terms of décor and popularity. Though most tables around me feature pints of Guinness lit up by old Jameson bottles acting as candlestands, I opt for Tullamore Dew 12 Year Old Special Reserve, a dry and spicy whiskey that's a blend of three types of Irish whiskeys: pot still, grain and malt. In the Temple Bar quarter, at Old Mill, I sip on my first Hot Whiskey (essentially, a hot toddy) with Jameson in it.

There are other dedicated whiskey bars, with their own history.



Teeling distillery tour
Courtesy: Teelings Whiskey Distillery



Whiskey Tasting at Roe & Co.
Courtesy: Roe & Co



Whiskey Tasting at Roe & Co.
Courtesy: Roe & Co

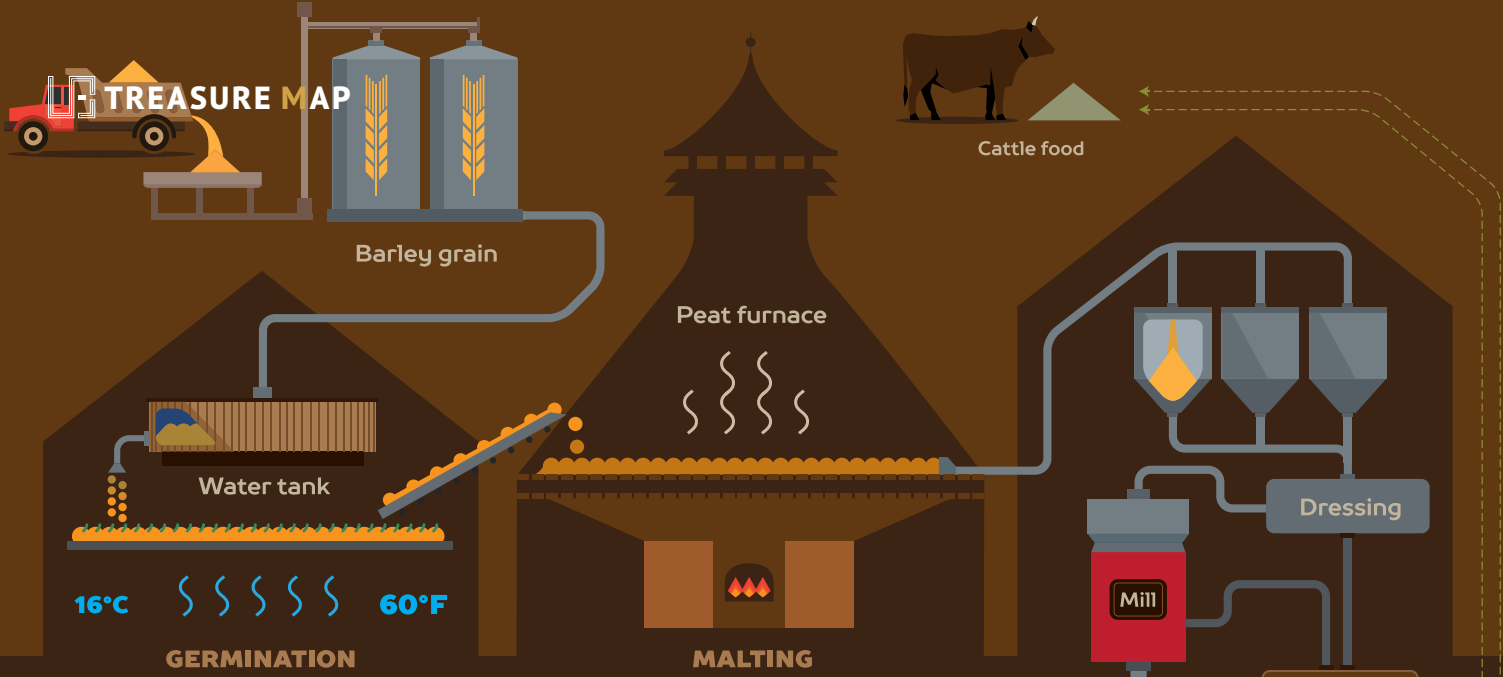


Whiskey Tasting at Roe & Co.
Courtesy: Roe & Co

The 1823 Palace Bar is a Dublin institution, a Victorian bar with gilded mirrors, lots of framed black and white pictures, mahogany and oak finishings, and a snug, which were shielded areas/rooms where women could drink away from prying eyes. At one time, this bar was the home for intelligentsia, and opened its doors to many famous writers, and journalists. It was here that Irish Times editor RM Smyllie used to hold editorial meetings in the back, and Mary Robinson's presidential bid took off. At the Whiskey Palace upstairs, they serve over 100 Irish whiskeys. Another Victorian pub is Dingle Whiskey Bar, home to 150 whiskeys, including rare ones. On Tuesdays, they organise whiskey classes/tastings in their snug. Over at Brooks Hotel, their Jasmine Bar or 'First great Whiskey Bar of the World' has a library of over 130 whiskeys; a sampling of which they offer as part of their whiskey tastings.

If you want to avoid the lines at The Loop, a duty-free shop with an impressive collection of whiskeys, try the Celtic Whiskey Shop and Store.

Dublin once ruled the Victorian whiskey world. Though it's known for the birthplace of Guinness pint, the city is at the heart of Irish whiskey revival. There's whiskey everywhere you go: limited edition bottles served in Victorian pubs, distillery tours feeding history and sips of whiskey, bar crawls focussed on the spirits, stories that are half legend, half-truth, and whiskey finding its way into everything, including my morning porridge. It is enough to drive a whiskey-lover to tears. [LB](#)



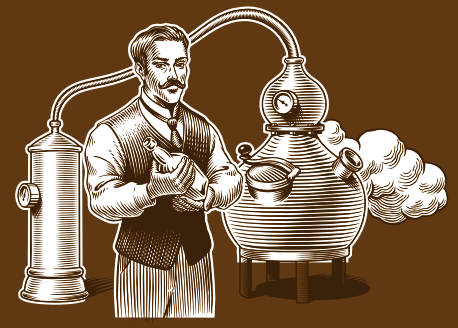
The Scottish Whisky Trail

Tracing the history of Scotch whisky through the ages

BY SCHENELLE DSOUZA



HISTORY AND ORIGIN OF SCOTCH WHISKY



The Exchequer Rolls of Scotland 1495 is the earliest written record of Scotch Whisky, attributed to **JOHN COR**, a distiller at Lindores Abbey in the Kingdom of Fife



The first **TAXES** on Scotch Whisky were introduced in **1644**



One of the oldest distilleries today, **OLD BUSHMILLS DISTILLERY** was licensed in **1608**



By **1780** there were at least **8 LEGAL** and **400 ILLEGAL** whisky distilleries

The English Malt Tax of 1725 led Scottish distilleries to head underground productions nicknamed "**MOONSHINE**"



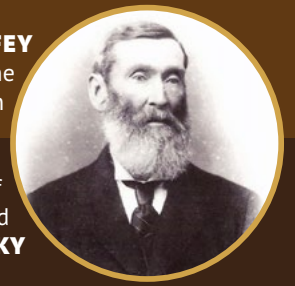
WHISKY REBELLION (1791-1794) violent protests broke between farmers and the US government against high whisky taxes

The **EXCISE ACT** passed in **1823** sanctioned legal, licensed distilleries



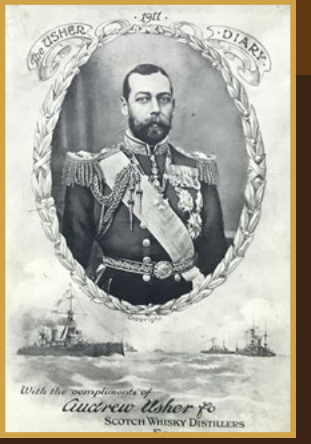
On its **500TH ANNIVERSARY** in 1994, Scotch whisky exports crossed **2 BILLION POUNDS**

AENEAS COFFEY invented the Patent Still in 1831 which allowed for the production of lighter flavoured **GRAIN WHISKY**



The **SCOTCH WHISKY ACT** of 1988 and new Scotch Whisky Regulations in 2009 lay out the rules of production, labelling and packaging of Scotch Whisky

The first blended whisky was produced in 1850 by **ANDREW USHER** and **WILLIAM SANDERSON**



WHISKY FACTS

Scotch whisky is divided into three types: **MALT, GRAIN AND BLENDED WHISKY**

MALT WHISKY is made using malted **BARLEY, WATER** and **YEAST**

GRAIN WHISKY is made with a mixture of malted and unmalted barley along with cereals like **MAIZE** and **WHEAT**, and combined with **WATER** and **YEAST**

BLENDED WHISKY is made with a range of different **SINGLE MALTS**, which are then mixed with **GRAIN WHISKY**



Only whisky produced inside the borders of **SCOTLAND** can be referred to as **SCOTCH WHISKY**



All Scotch whisky must be aged for a minimum of **THREE YEARS**



Only **10 PER CENT** of Scotch whisky is **SINGLE MALT**

Scotch is made in one of the five whisky producing areas – **HIGHLAND, LOWLAND, SPEYSIDE, CAMPBELTOWN AND ISLAY**

There are six different processes involved in producing scotch whisky – **MALTING, MASHING, FERMENTING, DISTILLING, MATURING** and **BLENDED**

Scotch whisky must be bottled at a minimum strength of **40% ABV** (Alcohol by Volume)





Highlights from the World Whiskies Awards 2022

The best and brightest in the world of whisky this year

BY ARUSHI SAKHUJA



When it comes to whisky, the jury present at the World Whiskies Awards has the ultimate say at the annual celebration, to commend some of the best and brightest in the world of whisky. Held at the Honourable Artillery Company in London on March 24, this was the first time since 2020, that the awards ceremony had returned to London as a physical event.

From bartenders to brand ambassadors, retailers to visitor attraction managers, the Icons of Whisky awards honour those who have worked tirelessly to produce and promote whisky. The awards are designed to commend the best whiskies in 16 categories covering style and production methods.

With a series of rounds, the first round of blind tastings is judged by independent spirits experts. A winner is selected for each category and country from the judges' scores, and gold, silver and bronze medals are awarded. Each country's winner then competes in round two for the title of World's Best in each category. **LuxeBook** takes you through all the major highlights from the world of whisky.

2022 Award Winners

1- Distiller of the Year

Buffalo Trace Distillery

One of America's early pioneers, Buffalo Trace Distillery in Frankfort, Kentucky, has been dedicated to the craft of making fine bourbon whiskey in the same way for over 200 years. Honouring tradition and embracing change, the distillery ranks at the top in whisky producers from around the world. Sprawling over 130 acres, the architecture leaves you in awe.

2- Master Distiller of the Year

Kevin O'Gorman, Midleton Distillery

This year's Master Distiller, Kevin O'Gorman has been in the industry since 1988, with an illustrious career. Gorman has mastered the art of distilling a perfect bottle of whisky. Starting his career in Midleton, he now has immense knowledge and expertise. Kevin's understanding of the casks available at Midleton is second to none, with the inventory of every warehouse under his watch since 2007. It was in 2020 that Kevin joined Jameson as the master distiller.

3- Craft Producer of the Year

Sullivans Cove Distillery

Established in 1994, and known for producing some of the best single malts worldwide, Sullivans Cove Distillery is one of Australia's oldest single malt distilleries. Located in Tasmania, each bottle is produced using 100% Tasmanian ingredients.

4- Sustainable Distillery of the Year

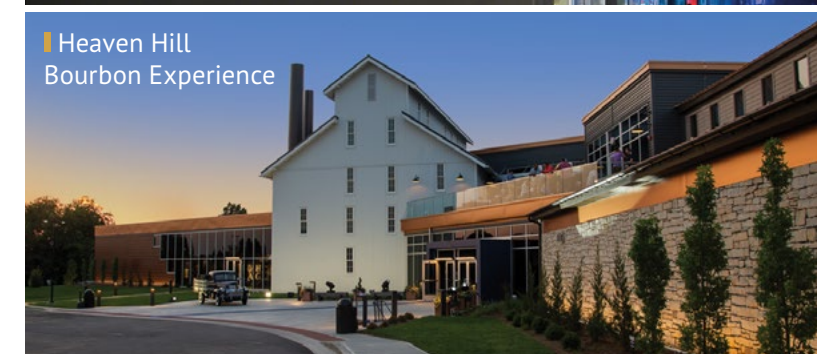
Westland Distillery

Single malt whisky has for centuries been considered solely with Scotland, but Westland Distillery contributed new ideas to the landscape of single malt whiskey. Based in Seattle, Washington, Westland Distillery brings to the table superior quality whisky crafted in a distinctly American, single malt style.

5- Visitor Attraction of the Year

Heaven Hill Bourbon Experience

If you are looking for a whisky tasting experience like never before, Heaven Hill Bourbon is just where you need to be. Being the world's largest independent, family-owned Bourbon distillery, they produce 1,300





The Spirit Safe, The Station Hotel



Kaleidoscope, The Scotch Malt Whisky Society



The Lakes Distillery, The Whiskymaker's Reserve No.4



Stalla Dhu, Caol Ila 11 Years Old Cask Strength

The Notch Nantucket, 12 Years Old



The Akkeshi, Shosho

barrels a day. From a family-run distillery's tasting centre to museum telling the story of bourbon in the area, it is just the hub for all whisky lovers.

6- Independent Bottler of the Year
Lady of the Glen

Located in Scotland, Lady of the Glen is a whisky bottler known for its unique, exceptional limited-edition casks. What makes it unique is the precision with which each release is hand-bottled from their selection portfolio of casks – spruced from Scotland – which are at various stages of maturation.

7- Whisky Hotel Bar of the Year
The Spirit Safe, The Station Hotel

This bar is a popular choice due to its bar wall of whiskies that features over 500 varieties. From rare and limited releases to your favourite fine spirits, you can expect to find it all here.

8- Whisky Bar of the Year
Kaleidoscope, The Scotch Malt Whisky Society

Kaleidoscope Bar in Edinburgh was initially a member's only club. It now welcomes enthusiasts among non-members to explore flavours and their own palette. Offering over 200 types, it reportedly has the world's widest selection of single cask whisky.

9- World's Best Single Malt
The Lakes Distillery, The Whiskymaker's Reserve No.4

Balanced and complex in flavour, the Whisky maker's Reserve No. 4 is bottled at 52% ABV and matured in the finest, meticulously sourced Oloroso, PX and red wine casks.

10- World's Best Single Cask Single Malt
Stalla Dhu, Caol Ila 11 Years Old Cask Strength

With limited-edition bottling from the Islay distillery, Caol Ila has been aged for 11 years in a Hogshead cask and bottled at the strength of 60.4% ABV. With only 287 bottles being released, it has a tropical flavour profile followed by a lingering sweetness.

11- World's Best Small Batch Single Malt
The Notch Nantucket, 12 Years Old

Distilled on the small Massachusetts island of Nantucket, The Notch is bottled at 48% ABV. Key tasting

notes include candied orange peel and warm pecans, with caramelised maltiness and vibrant oak.

12- World's Best Blended
The Akkeshi, Shosho

This brilliant whisky from the Akkeshi Distillery is a blended expression that combines some of the finest malts and grains from distilleries around the world. It blends Akkeshi malt and imported grain whisky (new make), which is then aged at the Akkeshi distillery. Flavour notes included honeyed sweetness, butter fudge, bonfire ash and citrus notes along with a candied sweetness, white pepper, dry salt, and bitters to finish.

13- World's Best Blended Limited Release
Pike Creek, 22 Years Old Pedro Ximénez Cask Finish

A limited-edition whisky, the 22 Years Old Pedro Ximénez Cask Finish combines rich dark fruit flavours from the cask with green apple and vanilla notes from the whisky for a truly decadent experience. Known for its creaminess, texture, sweetness, and rye it takes your palate on a luxurious tour.

14- World's Best Blended Malt
Yamazakura, Blended Malt Asaka

The Yamazakura, Blended Malt Asaka is a delicious single malt produced by the Sasanokawa Shuzo distillery. Although it was matured for just over 3 years and is a young whisky, it delivers a range of compelling aromas and flavours, with only 1,500 bottles produced.

15- World's Best Wheat
Bainbridge Battle Point Two Islands Hokkaido Cask

Bainbridge Yama Mizunara Cask Single Grain Whiskey is the world's only non-Japanese whisky to be aged exclusively in virgin Mizunara cooperage. It delivers bright aromatics of mango, vanilla, toasted sandalwood, tropical flowers, marzipan, and star anise. Flavors open on nutmeg and clove, pear, and toasty wood notes, settling out to honeyed vanilla and toasted marshmallow. Finish is warm and lingering with fading spice and a pleasant oak grip.

16- World's Best Pot Still
Teeling Whiskey Wonders of Wood Single Pot Still

Teeling Whiskey, Wonders of Wood (WOW) is the first



Pike Creek, 22 Years Old Pedro Ximénez Cask Finish



Yamazakura, Blended Malt Asaka



Bainbridge Battle Point Two Islands Hokkaido Cask



Teeling Whiskey Wonders of Wood Single Pot Still



Millstone 100 Rye Whisky



Whipper Snapper Australian Wheat Whisky



Whistler Mosaic Marsala Cask

19



Ironroot Republic Icarus

series of Single Pot Still, with limited edition bottling. Crafted with 50% malted barley and 50% unmalted barley, the special release is bottled at 50% abv. Banana bread and ginger spices dance on the palate with a velvety cream soda coating the mouth.

17- World's Best Rye
Millstone 100 Rye Whisky

Dutch distiller Zuidam's Millstone's 100 Rye Whisky is made from 100% rye grain. Distilled in small copper pot stills and aged for a little over 8 years in new American oak barrels, and then bottled at 100 proof (50% ABV). Caramel in colour, it is very intensely flavoured. Honey, pepper and cinnamon and fresh rye bread are the dominant characteristics on the finish.

18- World's Best Single Cask Single Grain
Whipper Snapper Australian Wheat Whisky

Australia's first wheat whisky, this wheat is silky soft with honey rich characteristics. Aged for 4 years in Virgin American White Oak barrels, flavours of vanilla, maple syrup and caramel come together across oak and grain.

19- World's Best Grain Award
Whistler Mosaic Marsala Cask

A premium, small batch single grain whiskey from Ireland, it is initially matured in ex-bourbon casks before being finished in exquisite Sicilian Marsala casks. This makes the whiskey extremely well balanced, with delicious bursts of fruit on the nose and palate.



Macaloney's Seaweed-Peated Clearach



Whiskey Smith Blood Orange

20- World's Best Corn
Ironroot Republic Icarus

Texas-based distiller Ironroot Republic takes its Hubris 100% corn whiskey and finishes it for an additional year in port and peated single malt casks. It tastes divine when blended. Brand tasting notes describe it as having flavours of sweet port that builds into an oily richness from the corn whiskey that eventually fades with iodine, salt, and smoke.

21- World's Best New Make & Young Spirit
Macaloney's Seaweed-Peated Clearach

Canada's first-ever seaweed peated whisky – Macaloney's Seaweed-Peated Clearach is a partnership between the Victoria Caledonian Distillery and



Blanton's, The Original



Jack Daniel's, 10 Years Old

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Spirit Thief Distilling Co., Limited Edition Set

Cascadia Seaweed. The flavour profile replicates the essence of the ocean.

22- World's Best Flavoured
Whiskey Smith Blood Orange

Golden amber in colour, Whiskey Smith's Blood Orange is bright, yet zesty and juicy. Blood Orange's dual personality blends effortlessly with the warm vanilla and spice undertones found in the best American whiskey.

23- World's Best Single Barrel Bourbon
Blanton's, The Original

Being the first bourbon to be bottled from a single barrel back in 1984, Blanton's, The Original revolutionised American whiskey. It is sweet, with fruity notes.

24- World's Best Tennessee
Jack Daniel's, 10 Years Old

It is the first 10 year aged-stated whiskey in more than 100 years. The extreme weather variation at different locations along with longevity in the oak barrels makes it unique.

25- World's Best Design
Spirit Thief Distilling Co., Limited Edition Set

This limited-edition series is one of the world's rarest red wine matured whiskeys. Presented in a limited edition wooden three-pack presentation box, uniquely numbered, and beautifully crafted in the Barossa Valley, it adds to the aura of the exceptional release. [LB](#)

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A Beginners guide to whisky

“Whisky is liquid sunshine!”
– *George Bernard Shaw.*

BY JADE CRASTO



“Its origins lost in the mists of Ireland and Scotland, but both agree it evolved from *Uisge Beatha* which means water of life! They gave us Scotch “whisky” and Irish “whiskey”, the additional “e” creating a distinct identity and separated the two liquids”, says Shatbhi Basu, India’s first woman bartender.

LuxeBook spoke to Shatbhi Basu, to truly understand the essence of the liquid’s charm and decode how anyone can enter its world.

The world of whisk(e)y is said to be a very complex one. Whisky or Whiskey travelled across the Atlantic with dreamers who discovered the new world, settled there and rediscovered *uisge beatha* with grains from home and those from the new land. Thus, over time, were born corn, rye, bourbon and Tennessee whiskeys. And, of course, Canadian whisky. The Japanese too were inspired by Scotland but found a way to make their whisky distinctly their own, adding a touch of ‘Omotenashi’ – the art of going above and beyond expectations.

Basu says, “Today heritage has given way to passion and young entrepreneurs from countries around the world as well as traditional distillers have taken a leap of faith. They are giving their everything to produce fine whisk(e)y and curate flavour profiles in ways that get more creative without taking away from authenticity”.

There exist 12 different types of whiskeys, each unique and distinct in their own way. Here’s a quick introduction to the different categories of whiskeys that exists today.

Single Malt:

Is a pure malt (germinated and roasted barley) whisky from one single distillery that usually takes the name of the distillery or the place where the distillery





Bourbon

Originally from Kentucky, bourbon can be made anywhere in America from at least 51% corn but less than 80% with a mix of rye or wheat and malted barley.

Tennessee

Made from up to 80% corn, only in Tennessee using sour mash fermentation and maple charcoal filtration.

Canadian whisky:

Usually a blend of single distilled rye, wheat and malted barley, they now also make a lot of good rye whisky and some single malt.

Japanese Whisky

You can find extremely good single malts as well as blended whisky from Japan. The demand for these single malts is always higher than the supply, making them fairly expensive.

Indian Whisky

India is producing some fabulous single malts that have made a mark the world over as well as blended malt whisky.

Fantastic Single Malts can even be found in Taiwan, England, Holland, America, and Australia.

Now that we've talked about the different types of whiskies, here's how to drink good whisky! "There's a way to taste and no way to drink except your own way – which makes you happy", says Basu.

Basu says that to understand a whisky's aroma and flavour, we must drink it cool. Either keep the bottle cold, or cool it with a small ice cube, allowing it to melt or add a tiny splash of very cold water. This changes the temperature of the whisky, stopping the alcohol vapours from floating and allowing you to discover the amazing flavours of the golden liquid.

"A Scotsman once told me that when you pour good whisky on the rocks, you freeze every flavour it has and it will

stands in Scotland. The rest of the world uses their inspiration or a name that pops. The Glenlivet 12 Year Old is an example of a single malt.

Single Grain

It is a whisky from grains that originally used to blend whisky but now also bottled, as they evolved, in casks. It has a unique flavour profile over the years. The Teeling Single Grain Irish Whiskey is a rose-gold whiskey that was aged in Cabernet Sauvignon barrels from California. Though it has a fruity scent, when consumed, it reads as little nutty and custard-y.

Blended Scotch

A blend of single malts and single grains from around Scotland of selected ages in specific proportions for each brand. Your Johnnie Walker, Black & White and Ballantine's are perfect examples of Blended Scotch.

Blended Grain is a newish category which has brought in some unexpected flavours with a blend of select grain whiskies.

Blended Malt

Monkey Shoulder, Famous Grouse are a blends of only select single malts to create special flavour profile.

Blended Grain

Is a newish category which has brought in some unexpected flavours with a blend of select grain whiskies. Grants in an example of a Blended Grain.

Irish Whiskey

They makes fabulous single malts, pure pot still whiskey (using malted and unmalted barley) and the most delicious blended whiskeys – a beginner's delight.

Rye Whiskey

Originally from America and Canada, we now have amazing Dutch rye too. A whiskey that uses at least 80% rye grain.





*Slowly,
every now
and again,
sip whisky
with
someone
who knows
them well
and can
help you
relate to
the flavours
gently. Give
it time.*

offer you only the joy that you find in its drinking.”

“Each whisk(e)y’s unique flavour profile allows me to understand how best it will suit a cocktail, giving great flavour without losing itself completely. Light blends are good for delicate flavours while big, bold flavours like robust whisky to match”, adds Basu.

“While sipping on whisk(e)y I tend pick food that will either complement or contrast the flavour of the liquid. My all-time favourite is mature or vintage cheddar with the occasional apple for contrast. Grilled sausage, cold meat and even the occasional not-too-spicy kabab. Nuts work well as does some dark chocolate. Whiskey cocktails are great with spicy food and can be a part of almost any meal if you can play with simple and fresh fruit flavours. Keep the deeper cocktails for desserts, cigars and cheese!”

Recommendations for beginners

Basu recommends to begin drinking whisk(e)y in long drinks – bourbon, light scotch and Irish blends with ginger ale, lemonade, orange juice, apple juice, cola if you just love it. Then slowly, every now and again, sip whisky with someone who knows them well and can help you relate to the flavours gently. Give it time. Taste and understand. You will suddenly find toffee and vanilla, orange marmalade and Christmas cake, cinnamon and biscuit!

Now that you have an overview on what whisk(e)y is, embark on your journey to find out more about this fantastic spirit and how complex and wonderful it is. Always remember that there is no right or wrong way to enjoy it, as long as you enjoy it that’s all that matters.

But don’t forget to explore and experiment with it by using different glasses, having it at different temperatures or even trying it with different cocktail recipes! 🍷

SYMPHONY OF GOLD

EXQUISITE AND ONE-OF-A-KIND HOME DECOR PIECES IN GOLD



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distinct characteristics through cocktails. The whisky world is huge and ever-expanding, and the list of excellent whiskey cocktails is simultaneously increasing.

With these cocktail recipes, you may explore a new aspect of your favourite drink. They demonstrate the flexibility of whisky and comprise some of the most classic whiskey cocktails that aficionados have loved for years. It is a great place to start if you are new to whisky.

Cocktails are usually concocted by mixologists, who are well versed with their recipes and bar tools. During the peak of the COVID-19 pandemic when people were required to stay at home, many cocktail connoisseurs had no access to their favourite bars. They had to resort to experimenting on their own, with no tools and appropriate ingredients to make their favourite drink. Luckily for them, cocktail mixers came to the rescue. These mixers aided in making your favourite cocktail in a matter of seconds.

LuxeBook spoke to Angad Soni, Founder of Sepoy & Co., Jovita Mascarenhas, Founder of Bartsans, Barkha from MAY & CO. and Mr. Ankur Bhatia, Founder and CEO, Jimmy's Cocktails about this burgeoning business.

Sepoy & Co.

Founder Angad Soni said that Sepoy & Co. was born from his passion.



Angad Soni
Founder, Sepoy & Co.

Whiskey cocktails for the summer

Beat the summer heat with these delicious cocktails

BY JADE CRASTO

There is no better way to get quick respite from summer heat than with a chilled cocktail. A cocktail is any mixed drink that has at least two components and is often alcoholic. Cocktails include a base liquor, such as vodka, gin or whiskey, as well as flavouring additives such as fruit juice.

When it comes to your bar cart, chances are your vodkas, tequilas and rums are getting the most cocktail activity, while your favourite bottles of Scotch, bourbon and Irish whiskey are being served neat or on the rocks. But why shouldn't the world's most beloved brown spirit join in on the fun? Whisky comes in a variety of flavours, which means there are several possibilities of enjoying its

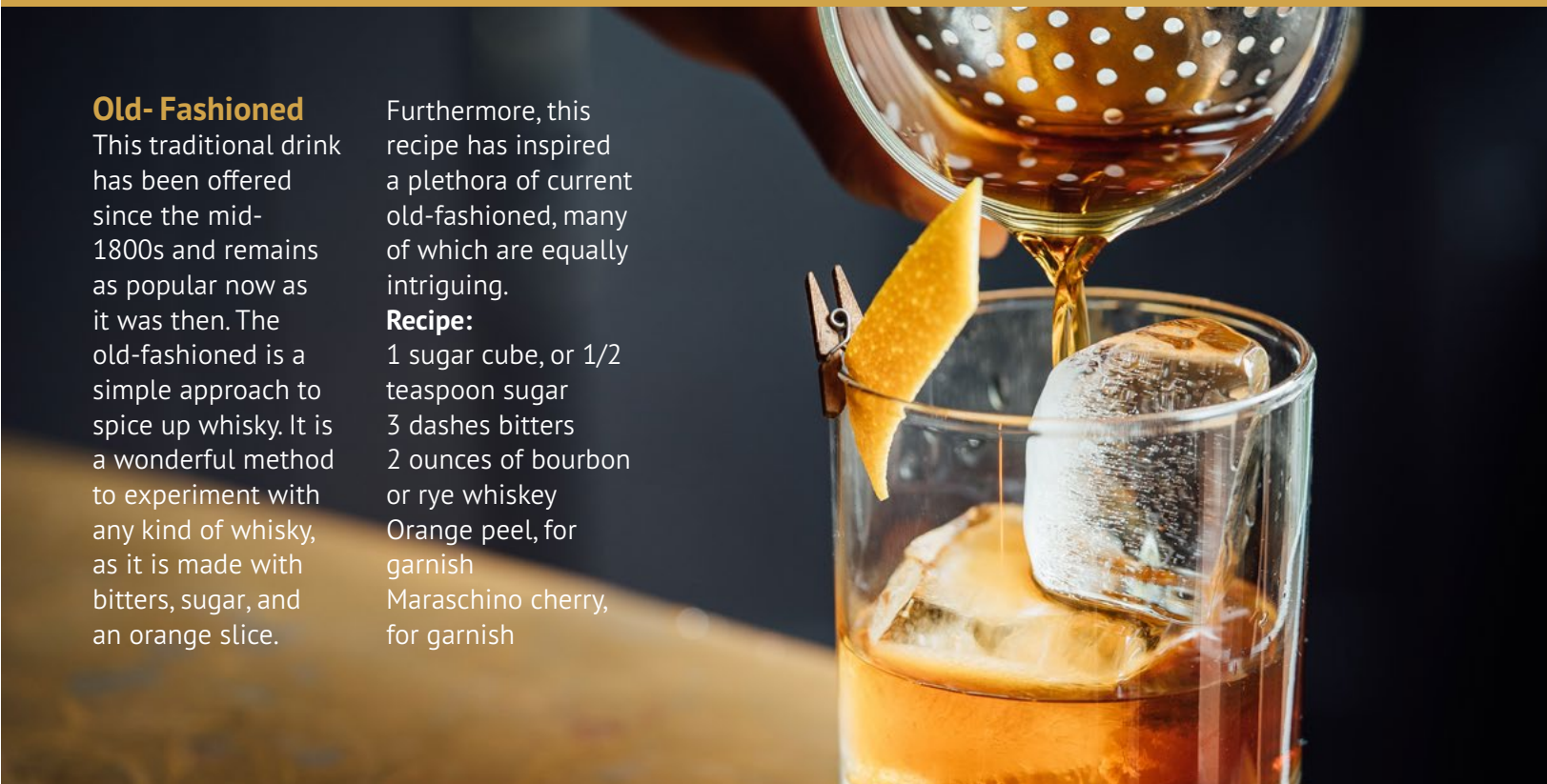
Old-Fashioned

This traditional drink has been offered since the mid-1800s and remains as popular now as it was then. The old-fashioned is a simple approach to spice up whisky. It is a wonderful method to experiment with any kind of whisky, as it is made with bitters, sugar, and an orange slice.

Furthermore, this recipe has inspired a plethora of current old-fashioned, many of which are equally intriguing.

Recipe:

- 1 sugar cube, or 1/2 teaspoon sugar
- 3 dashes bitters
- 2 ounces of bourbon or rye whiskey
- Orange peel, for garnish
- Maraschino cherry, for garnish





After travelling and having a few Gin and Tonics abroad, Soni realised that the quality and flavour of cocktails mixes available in India were not as great as compared to the ones available abroad. He wished to bring these mixes into India but did not have the resources for it. So instead of bringing a product, he created his own. Experts in London have helped Soni into creating Sepoy & Co. mixes that resonate with the Indian palette. It was launched with three tonic waters in Delhi, where he would personally delivered the products. Sepoy & Co. later expanded to whiskey- and rum-based mixes and now have a line of lemonades. Sepoy & Co. thermally process their products. This means that the product is taken and heated at a really high temperature in order to eliminate any bacteria that could be present in it. They offer a variety of tonic waters, lemonades, ginger ales, soda water and a tasting box. Soni recommends the Tropical Lemonade which can be paired with a whiskey or a rum. The Rose Lemonade with a Gin or a Vodka. Their bestseller is the ginger ale which is a mix of two different gingers, an African ginger which has sweeter tones and an Indian Ginger which has spicy tones.

MAY & CO.

Mayank Mahindra, the Founder and CEO of MAY & CO. had an itch to find a new experience. This is what led him to a local speakeasy bar. With a perfectly made slow-paced Old Fashioned he ended up striking a conversation with the mixologist who very passionately started to explain the science behind creating the perfect cocktail. How the ingredients need to marry into a harmonious symphony that finds you going back for the next sip, transporting you to a different world. To further this knowledge and to learn the art, he took up an apprenticeship with the European Bartending School in Barcelona. Having learnt the tricks of the trade, it was still the experience that he kept going after every time he would be crafting a cocktail or



Mayank Mahindra,
Founder & CEO, May & Co.

John Collins

The John Collins is a delicious bourbon sour cocktail suitable for any occasion. It is a great everyday sipper that can be poured in a matter of minutes. It is also a simple, refreshing way to highlight your favourite whisky. This is just a taller version of the Whiskey Sour. Except for the soda and ice, the Collins and Whiskey sour are almost identical drinks.

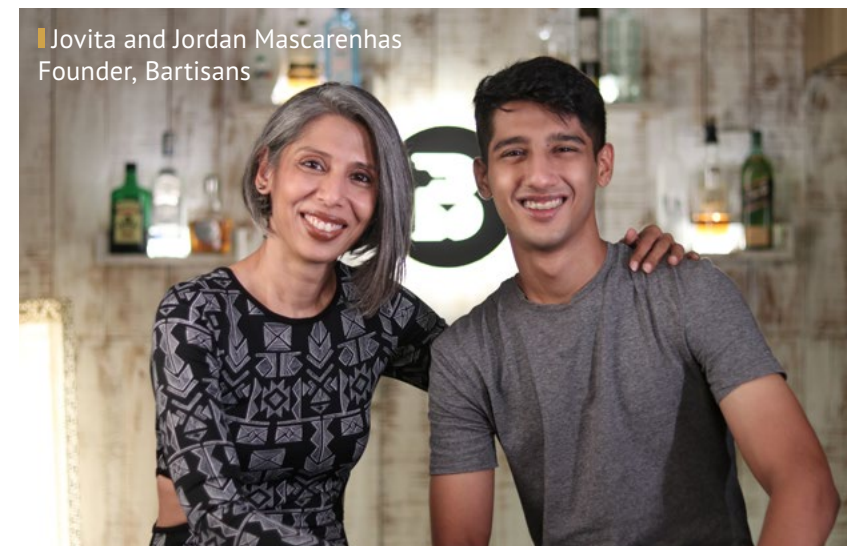
Recipe:

- 1 1/2 ounces bourbon whiskey
- 1 ounce lemon juice
- 1/2 ounce simple syrup
- 2 ounces club soda
- Maraschino cherry, for garnish
- Orange slice, for garnish

going to a bar for one. It was also then when he realised that except for a few handpicked bars in India, most places & products fail to provide that cocktail experience. So he went about researching, creating his own concoctions at home and testing out the recipes at home to create the magic he experienced at that bar. A few tries and a few taste tests later, he arrived at something that delivers on MAY & CO.'s promise to elevate ones cocktail experience; at home or at a bar. MAY & CO. has 9 products ranging from bar staples like Almond Orgeat, Grenadine, Demerara Gum syrup to flavour combinations like Pineapple Rosemary Shrub, Peach Shrub, Hibiscus Rose Syrup, etc. We have recently launched a Spiced Tonic Syrup which is also India's first Tonic Syrup. Mahindra recommends Spiced Tonic Syrup, Pineapple Rosemary Shrub & Almond Orgeat Syrup are an absolute crowd pleaser. All MAY & CO. products come with a QR code that gives an access to their curated cocktail recipes.

Bartisans

Jovita Mascarenhas says that Bartisans began during the pandemic. During the first lockdown all the expensive bottles stored in her bar came out and her son Jordan who was interning at Le Meridien, Dubai came back in time and tested out his mixology skills on his family. Realising that they were at home and enjoying these amazing cocktails, Bartisans came to be. During their initial stages, they sold mixes on order from their kitchen, however it was shut down three months later. Then in June 2021 the revamped Bartisans was launched with unique and flavourful premium cocktail mixes. At Bartisans the products are 100 percent natural but have a few bio preservatives for a longer shelf life. You can also use the mixers at Bartisans to make a few ice lollies to make things more fun. Jovita recommends the classic mixers for the perfect margarita or mojito. She also recommends her favourite Smoked Pineapple and Basil.



Jovita and Jordan Mascarenhas
Founder, Bartisans

Vieux Carré

The Vieux Carré is a popular New Orleans cocktail from the 1930s. This is a unique and intriguing cocktail that is as popular these days as it was when it was originally developed. This drink is a short, slow aperitif made of rye whiskey, cognac, and sweet vermouth in equal amounts. There are two bitters employed, and there is a touch of a traditional herbal liqueur to provide character. The Vieux Carré is a slightly sweet, spicy, warming beverage with herbal, citrus, and smoky undertones. It's comparable to a Manhattan, but with extra complexity from the cognac.

Recipe:

- 3/4 ounce rye whiskey
- 3/4 ounce cognac
- 3/4 ounce sweet vermouth
- 1 to 2 dashes Angostura bitters
- 1 to 2 dashes Peychaud's Bitters
- 1/2 ounce Bénédictine liqueur
- Cherry or lemon twist, garnish



Highball

This long-blended highball cocktail is a light way to enjoy any type of whisky. Whiskies such as blended, bourbon, Canadian and rye perform admirably. Pour Irish whiskey into a glass and you'll have the Irish buck sometimes called whiskey ginger. In the late 1800s, the highball was blended with simple soda water, but ginger ale is now the most popular mixer. The soda's sweet and sharp flavour complements whiskey well, although ginger ales vary in flavour. One of the reasons it's so popular is because you can make a practically unlimited variety of flavours with only two components.

Recipe:

2 ounces whisky
4 to 6 ounces ginger ale,
or club soda, to taste



Jimmy's Cocktails

Founded in 2019, Jimmy's Cocktails is the fastest growing brand in the category of cocktail mixers. Since its inception, the brand has penetrated 4,000 retail outlets with a direct presence in over 45 cities and has clocked in \$1M in revenue in its debut year. Jimmy's Cocktails was established with a specific notion – to enhance the



experience of enjoying spirits at home. As of today, Indians consume more than 5 billion glasses of spirits at home, and each glass is mixed with some form of non-alcoholic beverage including water and soda. With mixers that are made with fewer calories and zero artificial sweeteners, Jimmy's Cocktails is targeting this market by providing consumers with a healthier and hassle-free choice.

On a monsoon night in 2018, Ankur was bar hopping in Mumbai, enjoying fancy cocktails with his friends. After the bars closed, they moved to his friend's place and some of them tried to recreate the same cocktails with the help of cocktail recipes available online, using whatever ingredients they could get their hands on. However, could not match the flavours they had in the bars earlier. That night, Ankur had a eureka moment: given his close to decade-long experience in the spirits category, he realized that this could be a very large opportunity. That's when he decided to launch a brand that makes world-class bar-quality cocktails more accessible and convenient for everyone.

A year later, Jimmy's Cocktails® was born. Ask how they came up with such an innovative and memorable name like Jimmy's, and they always tell people that they went for Jimmy's because Jack, Jim, and Johnnie were already taken. They wanted to follow suit and decided on a name that would remind people of the prominent alcohol brands. Jimmy's Cocktails was established with a specific idea – to enhance the experience of enjoying spirits at home. Jimmy's currently has seven classic offerings – Bloody Mary, Cosmopolitan, Mango Chili Mojito, Margarita, Whiskey Sour, Sex on the Beach, and

their latest Gin Cherry Sour that was crafted in collaboration with India's first craft gin brand – Greater Than. Jimmy's Cocktail mixers can also be consumed as mocktails, appealing to the audience who do not consume alcohol, as an alternate to sugary carbonated soft beverages. Jimmy's continually evaluates cocktail trends across the world and in India, and work with the renowned mixologist and Head of Product at Jimmy's Cocktails, Mr. Yangdup Lama to create new variants. The process is a balance between science and art, the former involving sourcing the finest ingredients from around the world, and the latter involving creating the right mix for our consumers' palettes. They have always procured top-notch ingredients locally and globally to ensure consistency in flavour and quality. For instance, cranberries that go into the Cosmopolitan mixer are sourced from Denmark, but the Alphonso Mango that makes the Mango Chilli Mojito is sourced from India. Since the mixers contain fewer calories and zero artificial sweeteners, they use only the highest quality ingredients with their natural sweetness. Jimmy's Cocktails makes it convenient for people to make a cocktail at home in three simple steps: – Ice it, Spike it, Jimmy it. Just pour half of the Jimmy's mixer and 30-60 ml of your favourite spirit over ice, mix & your favourite cocktail is ready! 🍸



Boulevardier

The Boulevardier, often known as a whiskey Negroni, is a refined and traditional drink. Both contain sweet vermouth and Campari, but the Negroni is made with gin and the Boulevardier is made with whiskey, especially bourbon. The vermouth and Campari make it a logical option as an aperitif, and

the taste combination is delicate but quite delicious. At any dinner party, a host may simply provide both the Negroni and the Boulevardier to delight both gin and whiskey lovers.

Recipe:

1 1/2 ounces bourbon whiskey
1 ounce sweet vermouth
1 ounce Campari
Orange twist, for garnish



Whiskey Cobbler

The cobbler is a traditional drink, with the sherry cobbler being the most well-known version. The brandy cobbler and whiskey cobbler are also old-time favourites, although they have a stronger flavour than the wine varieties. The cobbler, like other sour cocktails, is simply a drink formula: a base alcohol sweetened with syrup or sugar and garnished with a seasonal fruit. It may also be customised in a variety of ways.

Recipe:

3 ounces brandy, or whiskey
1/2 to 1 ounce simple syrup, to taste
1 to 2 ounces club soda, to taste
Orange slice, lemon slice, or seasonal fruits, for garnish
Cherry, for garnish

FAVOURITE MOMENTS WITH THEIR WHISKY

People from the hospitality industry get candid about their favourite whisky and their preferred way to drink it

COMPILED BY SCHENELLE DSOUZA



1. Harry Kosato

Brand Ambassador of Sushi & More
My favourite whisky is Yamazaki 18 years from Japan. I like to drink it neat followed by a Highball.

Favourite whisky memory:
On the occasion of the 60th anniversary of the Establishment of the Diplomatic Relations between Japan and India in 2012, I was invited to the Japanese Ambassador's residence which was transformed for just one evening into a Suntory Museum for a handful of guests, where we did a whisky tasting and pairing.

2. Hitesh Keswani

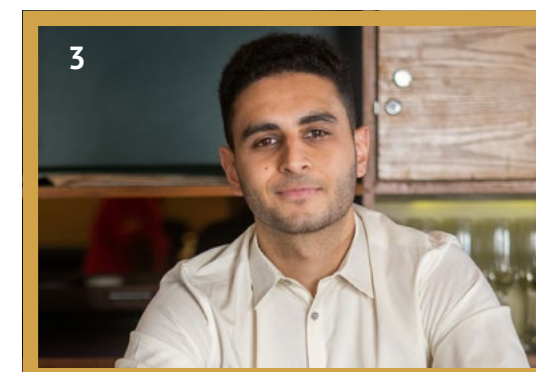
Owner, Silver Beach Hospitality
My go to whiskey is the Macallan 18 and I enjoy drinking it on the rocks. In my opinion that is the best way to enjoy a good whisky.

Favourite whisky memory:
No memory as such, but my house parties in general, with a close-knit group of friends and my Macallan 18.

3. Ishaan Bahl

Co-owner of 145 Cafe & Bar and Khyber Restaurant in Mumbai
The Johnnie Walker Platinum Label is my favourite whiskey and I like to drink 60ml of it on the rocks.

Favourite Whisky Memory:
It was the opening night of 145 Bandra. A couple of Platinum Label drinks on the rocks and I ended up dancing on the bar with my best friend and my father.



4. John Leese

Group Beverage Manager - Bastian Hospitality Pvt Ltd.

My favourite whiskey is the Auchentoshan 3 Wood. I prefer to drink it neat. It does not need anything. The liquid has it all. Notes of plums, raisins, oranges, a light sweetness, and a long oak finish.

Favourite whisky memory:
Standing on the shores of Islay in Scotland whilst visiting the Bowmore Distillery drinking a 50+ year old with Eddie MacAffer. No talking. Just taking in the view and the whisky and putting all the elements together.

5. Keenan Tham

Managing Director & Co-founder, Pebble Street Hospitality
My favourite whiskey is the Chivas 18 and I enjoy drinking it on a spherical iceball.

Favourite whisky memory:
This one time I was drinking Chivas 18 on top of a mountain in Switzerland. We had no ice so I drank it with mountain snow.

6. Keith Rajan

EAM F&B, The St. Regis, Mumbai
My most favourite whisky is the Balvenie single barrel, aged 12 years. I prefer to have it neat and straight up in a nosing or old-fashioned glass.

Favourite whisky memory:
When I visited the Glendfiddich and Balvenie distiller at Keith, Dufftown.



7. Kunal Patel

**Founder & Director of
Monika Enterprises**

Bushmills 12 YO definitely. It is one of the finest single malts I have come across. I enjoy drinking it in an Old Fashioned Cocktail.

Favourite whisky memory: It was the first time I tried an Irish Whiskey. I remember how it changed my perspective of 'Whiskey' itself entirely. I have been in awe of the kind ever since.

8. Manoj Jangid

**Director Food & Beverage, JW
Marriott Mumbai Sahar**

Hibiki has always been one of my favourites. I prefer sipping it with a simple addition of ice and sparkling water.

Favourite whisky memory: My favourite whiskey memory is the time shared with my mentor who introduced me to Hibiki. He would always make himself a straight-up drink without adding any ice or mixers and would often encourage us to do the same.



9. Ranbir Nagpal

Co-owner of Yazu, Goa & Mumbai

My favourite whiskey is Woodburns. I prefer to drink 30ml of it on the rocks.

Favourite whisky memory: I was standing at Yazu in Goa listening to one of my favourite songs Father Ocean by Ben Bohmer and listening to the sound of the ocean while enjoying the breeze, surrounded by my good friends, and family sipping on Woodburn's.

10. Sameer Uttamsingh

**Brand Consultant & Founder of
Acme Hospitality**

Woodburns is my favourite whiskey and I enjoy drinking it on the rocks, plenty of rocks!

Favourite whisky memory: Blind tasting various Japanese whiskeys at the same time – Yamazaki 21, Hibiki Sakura edition, Nikka from the barrel.

11. Upender Singh Tomar

Food & Beverage Manager

My all-time favourite whisky is Johnnie Walker Black Label. I prefer to drink it with chilled water and two cubes of ice.

Favourite whisky memory: It was a house party where I was sipping my favourite drink. After having a couple of drinks, I had the courage to propose to my then crush and now wife Sonal. Its special because I get to share that memory with the love of my life. [LB](#)

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