

# Kingston Single Malt Society

[www.kingstonsinglemaltsociety.com](http://www.kingstonsinglemaltsociety.com)

A social club for the appreciation of Single Malt Whisky since 1998

AUGUST 24<sup>th</sup>, 2018

VOLUME 12; NUMBER 2



## Welcome to the 11<sup>th</sup> Annual Premium Night

\*\*\*\*\*

### MENU

\*\*\*\*\*

**Welcome & 1<sup>st</sup> Nosing: DEANSTON 40-YEAR-OLD**  
(introduced by: Mike Brisebois)

**Amuse: Blackened Shrimp, Mango Gastrique**

**2<sup>nd</sup> Nosing: BENRINNES 21 YEAR OLD**

(introduced by: John Leighton)

**Soup Course: Celeriac Bisque,  
Mushroom Confit and Truffle Oil**

**3<sup>rd</sup> Nosing: DALWHINNIE 29 YEARS OLD**

(introduced by: Bill Gorham)

**Antipasti Salad: White Anchovy, Balsamic, Tapenade,  
Grilled Ciabatta, Arugula**

**4<sup>th</sup> Nosing: GLENFIDDICH GRAN RESERVA 21YO**

(introduced by: Doug Perkins)

**Appetizer: Duck Confit, Pork Belly, Poached Pear,  
Frisee, Quince Vinaigrette**

**5<sup>th</sup> Nosing: THE BALVENIE TUN 1509**

(introduced by: Ken Goodland)

**Main Course: Pan Seared Orange Roughy, Asparagus,  
Peas, Favas, Fennel, White Wine, Mustard Cream,  
Pommes Anna**

**6<sup>th</sup> Nosing: BUNNAHABHAIN MOINE**

12 YEAR OLD RUM FINISH

(introduced by: Mike Brisebois)

**Dessert: River Mill's Bread Pudding & Bourbon Sauce**

## COST OF THE MALTS

**DEANSTON 40-YEAR-OLD HIGHLAND SINGLE MALT**  
VINTAGES 517466 | 750 mL bottle **Price: \$2001.95** Spirits,  
Whisky/Whiskey, Scotch Single Malts 45.0% Alcohol/Vol.

**BENRINNES 21 YEAR OLD VINTAGES 399188** | 750 mL  
bottle **Price \$ 751.95** Spirits, Whisky/Whiskey, Scotch Single  
Malts 56.9% Alcohol/Vol.

**DALWHINNIE 29 YEARS OLD LCBO 238097** | 750 mL  
bottle **Price: \$595.95** Spirits, Whisky/Whiskey, Scotch Single  
Malts 57.8% Alcohol/Vol.

**GLENFIDDICH GRAN RESERVA 21-YEAR-OLD SINGLE**  
MALT LCBO 981381 | 750 mL bottle **Price \$477.30** Spirits,  
Whisky/Whiskey, Scotch Single Malts 40.0% Alcohol/Vol.

**THE BALVENIE TUN 1509 Batch No.2 SINGLE MALT**  
VINTAGES 399188 | 750 mL bottle **Price \$ 851.95** Spirits,  
Whisky/Whiskey, Scotch Single Malts 47.1% Alcohol/Vol.

**BUNNAHABHAIN MOINE 12 YEAR OLD RUM FINISH**  
VINTAGES 250076 | 700 mL bottle **Price: \$179.95** Spirits,  
Scotch Whisky 54.2% Alcohol/Vol.

## Upcoming Dinner Dates

September 17<sup>th</sup>, 2018 - Campbeltown / Lowland / Speyside /  
Highlands / Islands / Islay

September 24<sup>th</sup>, 2018 - An Evening of American Whiskey -  
Taylor Corrigan & David Smith

October 15<sup>th</sup>, 2018 - Bunnahabhain Vertical - Mike Brisebois  
October 22<sup>nd</sup>, 2018 - Auchentoshan / Bowmore / Laphroaig -  
Matt Jones

November 12<sup>th</sup> 2018 - A Night of Macallan / Highland Park -  
Cameron Millar & Marc Laverdiere

Nov 19<sup>th</sup>, 2018 - BenRiach/Glenglassaugh/Glendronach/Glenfiddich -  
David Smith

December 10<sup>th</sup>, 2018 - Christmas Dinner

January 21<sup>st</sup>, 2019 - Robbie Burns Dinner

February 18<sup>th</sup>, 2019 - Islands / Islay

March 18<sup>th</sup>, 2019 - Speyside

April 22<sup>nd</sup>, 2019 - Campbeltown / Speyside / Islands - River Mill

May 13<sup>th</sup>, 2019 - Speyside

June 17<sup>th</sup>, 2019 - BBQ (Final Exam)

July 22<sup>nd</sup>, 2019 - World Whisk(e)y - Matt Jones

Friday August 23<sup>rd</sup> / 30<sup>th</sup> 2019 - 12<sup>th</sup> Annual Premium Night

September 16<sup>th</sup>, 2019 - Campbeltown / Lowland / Speyside /  
Highlands / Islands / Islay

October 21<sup>st</sup>, 2019 - Speyside / Highlands

November 18<sup>th</sup>, 2019 - Speyside

December 9<sup>th</sup> / 16<sup>th</sup> 2019 - Christmas Dinner

## HOW WHISKY TOURISM IS TRANSFORMING SCOTCH

11 June 2018 by Felipe Schriberg - [www.scotchwhisky.com](http://www.scotchwhisky.com)

Making whisky is no longer the only concern for many Scotch distilleries. With visitor centre numbers at an all-time high, Felipe Schriberg explores how the global popularity of whisky tourism is giving birth to a new generation of distillery – one that puts the visitor experience first.

The newly completed [Ardnahoe](#) distillery, set on a bluff overlooking an unbeatable view of the Sound of Islay, is a unique place that perhaps represents the future of whisky tourism in Scotland.

For a relatively small facility, a large amount of space has been developed to accommodate future visitors, and eventually will incorporate a café-restaurant, bar, tasting room, gift shop and viewing balcony. It's representative of a new generation of whisky distilleries designed and built with the visitor experience as a priority – considered, perhaps, almost as important as the distillery operation itself.

This is the reality currently sweeping through the Scotch whisky industry. Whisky tourism is booming as never before, and distilleries and brands are in the process of transforming themselves to adapt to this growing market.

For many facilities across Scotland, it has meant building or renovating their visitor centres. 'In the last five years, distilleries have invested over £500m in creating world-class tourism experiences for visitors,' says Graeme Littlejohn, deputy director for strategy and communication at the Scotch Whisky Association (SWA).

'This includes investments such as [Macallan's new £140m visitor distillery centre in Speyside](#), as well as the recently-opened visitor centres in the [Isle of Raasay](#) distillery and [Clydeside](#) distillery in Glasgow, to name just a few.'

The SWA reports that more tourists are visiting distilleries, and spending more when they get there. In 2017, whisky distilleries hit a record of 1.7m visits, up 8% from 2015 (and up 65% from 2013, according to Visit Scotland), with an average spend of £31 per person, versus £27 in 2016.



**Brand home: Johnnie Walker's £150m Edinburgh attraction illustrates the new focus on tourism**

The evolution of this tourism market has been relatively recent, however. Though there is a rich history of distillation in Scotland over hundreds of years, it wasn't until the 1960s that tourists could visit distilleries.



That's when [Glenlivet](#), [Glenfarclas](#) and [Glenfiddich](#) launched the first distillery visitor centres to deal with pesky tourists interrupting operations as distillery staff had to suspend work to show them around, while other distilleries on the Malt Whisky Trail in Speyside opened their doors in 1972. By 1999, 44 distilleries had installed visitor centres.

Today, the SWA says more than half Scotland's 123 distilleries have one. But the phenomenon has moved beyond distilleries. Other elements include new and larger whisky festivals – the National Whisky Festival hosted by music event Celtic Connections, for example – whisky tour companies and whisky schools.

The scale of tourism projects is expanding too. In addition to [Macallan](#), Diageo will soon construct the industry's largest whisky tourism facility, spending £150m on a [Johnnie Walker experience centre in Edinburgh](#), in addition to renovating 12 of its distillery visitor centres, hoping to emulate the success of similar locations showcasing Guinness beer and Jameson whiskey in Dublin (the latter welcomed 350,000 visitors last year).

Cristina Diezhandino, [Diageo](#) Scotch category director and managing director reserve, explains how the company is prioritising its visitor experience: 'Our visitor centres are a special platform for us to engage, entertain and educate guests directly – whether they are brand admirers or just curious about whisky,' she says.

'Accordingly, our staff focus much more on the visitor experience, ensuring that our guests feel their time with us is well spent. They see TripAdvisor feedback as more important than sales results or traditional retail KPIs, as sales from the retail shop are seen as a side bonus.'

The Scotch whisky industry is learning what other drinks industries already knew: it's all about providing unforgettable experiences, steeped in history and knowledge, and creating visceral connections with the brands (Jameson's Bow Street whisky tourism centre boasts that it 'facilitated' four wedding proposals in one year), and with whisky itself.

**Revolutionary design: Macallan's new £140m distillery expects to attract up to 50,000 visitors each year**

After all, there is a reason why more whisky fans are trekking to distilleries instead of simply spending their money on more bottles. So what does the new emphasis mean for future visitors?

For the SWA, it translates into greater co-ordination with regional tourism boards such as Visit Scotland, government bodies and local communities to create a manageable system for the growing number of tourists. For distilleries, it means creating unique, innovative opportunities that can't be found anywhere else.

For example, the [Blair Athol](#) distillery (owned by Diageo) recently built a whisky tasting bar in an old mash tun, and [saw a 23% rise in the number of visitors for 2017](#) to 86,019, making it Diageo's busiest visitor centre.

Expect more interactive and hands-on experiences, and more contact time with visitor centre and distillery staff. Though distillery tours and warehouse tastings are still the bread and butter of a visit, you may see more features on offer, such as cocktail classes (already popular staples at smaller, craft American distilleries and also at Jameson), blending workshops and multi-sensory experiences in the style of Beefeater gin's 'smelling station', where the gin's botanicals are on display, available for your nosing pleasure.

In short, the story of Scotch whisky will now be complemented with interactivity and engagement.

Diezhandino believes that whisky brands must use the same approach as the luxury industry 'With the desire for experiences and emotion gaining more significance in the luxury industry, I expect to see "being" or "feeling" becoming equally as important as "having",' she says.

This means that the visitor centres and whisky tourism businesses at the forefront of this new approach will be thinking hard about how to best engage with tourist customers.

There is a display at the new Macallan distillery that reflects the near-spiritual approach to whisky that the industry is fast adopting. An exhibition called Peerless Spirit levitates a single drop of liquid before the eyes of the viewer before it sends out a wave of white light, illuminating a beautiful display of Macallan bottles. It's likely to be a huge hit.



## Kingston Single Malt Society

Roberto DiFazio, President

827 Old Colony Road

Kingston, Ontario, K7P 1S1, Canada

613-532-5285

rdifazio04@gmail.com

<http://www.kingstonsinglemaltsociety.com>

