



## Object of the Newsletter

*To promote the appreciation of fine Scotch Whisky, the area from which it comes, the people that inhabit the land and its history. By the way, I am merely expressing my opinion on the whiskies I am tasting, as you know, everybody has one.*

I now look at the Spey "Tenne" single malt whisky from the Speyside distillery. As the name of the whisky suggest, this is a Speyside region whisky from a distillery of the same name.

This whisky spend the bulk of it's life in Bourbon casks and then spends the last six months in Tawny Port casks, which is where it gets its red color and also much of its fruit flavor from.

As single malt scotch whiskies go this is relatively young at around 8-years-old.

The Speysdie distillery was built in 1956 as a grain distillery, and in 1962 construction was started on a Malt whisky distillery, which took until 1987 to complete. This is yet another whisky that is not commonly seen on your liquor store shelves, in part because the distillery only produces 600,000 liters per year.

So, would I buy it? Yes I would, it's a nice light, delicate whisky and is very reasonable priced.

[You can buy Spey "Tenne" for around \\$30.00 a bottle.](#)

### Tasting Notes

**Nose** - Apples, bananas & pears.

**Palate** - Sweet apple, banana & pear

**Finish** - Sweet chocolate, apple banana & pear.

*"Slainte Mhath"*

*Paul Bissett*





## Cask strength

By Dominic Roskrow

Not long ago, George Grant of Glenfarclas was at a whisky event when a young man in his twenties came over to ask him some questions about Scotch malt whisky.

'It quickly became clear that he knew just about everything there was to know about whisky,' recalls Grant. 'I was amazed. He was asking about the most incredible things. Eventually I asked him how he knew so much. He just shrugged his shoulders and said, "Maybe it's because my dad drinks vodka."'

If you're reading this in the UK and you're over 45 years old it's quite possible you're a recent convert to malt whisky. It's also likely that you and your friends didn't drink it 20 years ago. And it's not inconceivable that you have children emerging from university who have already discovered the joys of drinking single malt.

We're part of whisky's lost generation, the British fortysomethings the marketing men ignored 25 years ago because scotch was wrongly assumed to be for old men, while whizzy 20-year-olds were considered to be natural vodka drinkers. And now our offspring, unburdened by the fear of being seen to drink dad's drink, are turning back to Scotch in their droves.

Not only that, but they're doing it in their own way — not through whisky books written by the likes of Michael Jackson and Charles MacLean but from whisky websites and bloggers, other people of their own age to whom they naturally can relate and with whom they can share notes.

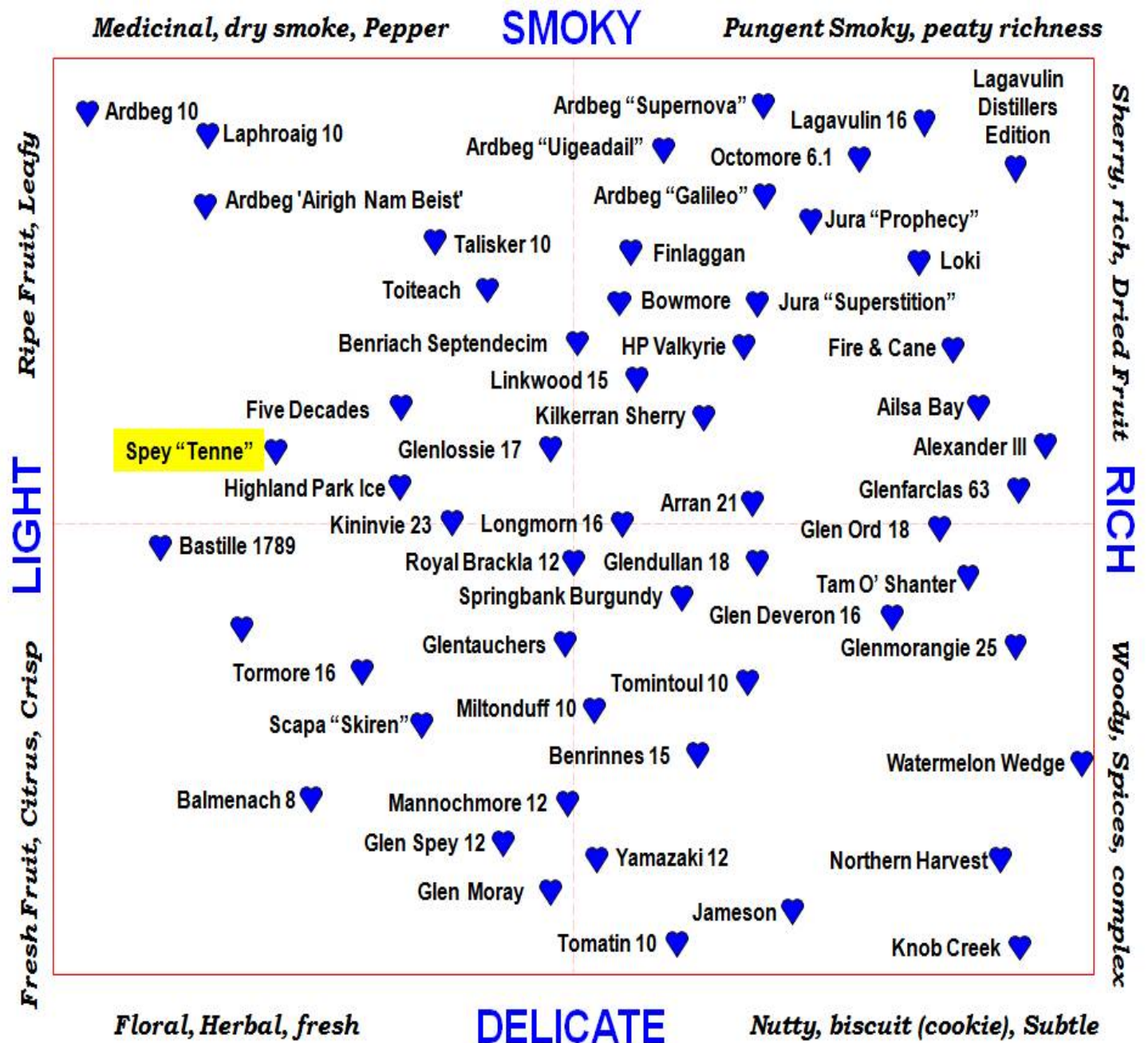
So prevalent has the trend become that the whisky industry itself has started to embrace it wholeheartedly.

Bloggers have started appearing on whisky press trips: the Glenrothes recently hosted a distillery visit attended only by new media, Chivas Brothers has recruited a public relations person specifically to design a strategy for internet activity and at least two whisky companies have taken advantage of the new trend by recruiting bloggers as brand ambassadors.

There's something incongruous about such a traditional, unhurried and stately type of alcohol being at the epicentre of a whirl of blogging, tweeting and posting, but there's something very refreshing, too, about attending a press launch for a new whisky and finding the room packed with fresh-faced men and women rather than the normal bunch of ramshackle and washed-out old hacks.



Below is a simple guide to help you choose your single malt Whisky, and the flavor notes you should expect from it. Being Scottish I recommend you find a likely candidate and try it in a bar before buying the whole bottle. This Issue; *Spey "Tenne"* For more information on Speyside whiskies go to <https://speysidedistillery.co.uk>





## Cask strength Cont.

And truth be told, the trend in Britain only serves to bring us in line with what has already been happening in many other parts of the world. Richard Paterson, master blender for Whyte & Mackay and whisky maker for Jura, Fettercairn and the Dalmore, has been banging this drum for some time now, and argues that the industry still has some way to go.

'We can't stand still to survive,' he says. 'We have to win back a lost generation. We have to come up with new and exciting products and present them in the most stylish way possible. There's still work to be done.'

That's as may be, but it seems that the Scotch whisky industry is emerging from the economic downturn in reasonably good shape. Compare year-on-year figures for the industry and the recession might appear to have been little more than a blip. But the figures are misleading. The second half of last year and the first half of this were tough and, in some territories, pretty catastrophic. But the strong performance in early 2009 and again most recently has balanced the figures out.

How well whisky is doing now depends on where you look, but there are clear signs that the good times for the industry are back. Look no further than the procession of special bottlings of aged malt whisky commanding a price tag running in to the thousands of pounds and selling out almost instantly. Dalmore Candela and Sirius, Highland Park 50-year-old, Bowmore 40 and Ardbeg Double Cask are recent examples of malts on offer at stellar prices

The last word on the trend came at an auction at Sotheby's, New York in November. A lengthy battle between premier cru whiskies the Macallan and the Dalmore reached its climax when the oldest Macallan ever released, packaged in a specially designed Lalique vase, was auctioned. By the time it went under the hammer it had already been pipped by the Dalmore to become the first whisky to be sold for six figures, because in October two bottles of Dalmore Trinitas were sold for a cool \$150,000 each.

Headline sales like these, of course, account for the tiniest part of the overall industry. For a spirit made pretty much the same way everywhere single malt whisky does well when it comes to innovation.

Malt whisky has its magicians for sure. John Glaser celebrated the tenth anniversary of the formation of his whisky company Compass Box with the creation of two stunning new whiskies, a new version of Flaming Heart containing Clynelish and Caol Ila and the Double Single, a mix of Port Dundas grain whisky and Glen Elgin single malt. And at Glenmorangie, whisky innovator Dr Bill Lumsden and Rachel Barrie were exploring rich and unusual flavours in new releases such as Finealta. Whyte & Mackay chipped in with the launch of Fettercairn Fior, a stylishly packaged single malt with an unusual Highland flavour designed to kickstart the brand.



## Cask strength Cont.

Fior didn't have an age statement on the label, and the issue of the age of a whisky was once again the source of much debate within the industry. Does age matter? Not if you ask the makers of Finelata, Jura Prophecy, Flaming Heart and brands such as Ardmore Traditional, which continues to grow in popularity, and Laphroaig Quarter Cask, which deservedly was voted the Whisky Shop's malt of the year. Neither is it considered the main driving force for premium blends such as Johnnie Walker Blue Label and Dewar's Signature, where some younger whiskies have been included in the blend to pep up the larger quantities of very old and very rare malt.

But some beg to differ, and Chivas launched a campaign focusing specifically on the age issue, pointing out that there is great misunderstanding as to what the age on a bottle of whisky actually means. The company has a point, but there is disquiet in some quarters that a campaign to educate drinkers as to what the label means may end up simplistically equating age with quality when that isn't necessarily the case at all.

Glenmorangie's Finealta was part of another trend in 2010, too — the move by distilleries to discard recognised house or even regional style and to offer drinkers a portfolio of flavours.

There was a spate of new peated whiskies from unlikely sources, for instance. Jura showed it could live with the big boys on Islay with the release of the impressively smoky Prophecy, while nearby island distillery Arran followed suit with its own take on peated whisky by releasing Machrie Moor.

Over at Burn Stewart, plans to make all the company's malts non chill-filtered meant a move to a higher bottling strength, resulting in a much fuller peated taste for its Ledaig single malt, and a decidedly tangy Islay-like element to Bunnahabhain. Overall, though, 2010 was all about house-keeping. And of course the future is all about the next generation, which is why the leading companies are taking the bloggers and tweeters so seriously.

But an insight into what's in store in the coming years was provided by Diageo at the official unveiling of its huge distillery at Roseisle in Speyside.



## Cask strength Cont.

The building and opening of the new malt facility hasn't been without controversy, most of it unfairly based around internet rumours that a plant capable of producing 12 million litres of spirit (but actually producing closer to 10) would lead to the sale or closure of some of the drink giant's smaller facilities.

Utter bunkum, says Diageo. The future is about more whisky sales and the industry faces a shortage of capacity. Diageo's main message, though, was that most of the future will be based not around single malt whisky, but blends. Blends still account for 93 per cent of Scotch whisky sales. Countries such as Brazil, enjoying huge growth at the moment, and Mexico, where the average whisky drinker is in his or her twenties, and even countries in the Far East, Africa and Eastern Europe are turning to premium blends — and yes, many of them, such as Johnnie Walker Gold, Chivas and Ballantine's have an age statement.

So where does that leave whisky in Britain? Hopefully, back in vogue. This year has been a year of invigoration. It's in danger of being fashionable. And it's on the radar for twentysomething style gurus.

Having the family over for dinner? Keep the malt handy — your sons and daughters might want some.

Listen, drunk me and sober me are not the same  
person.

So if drunk me said or did something, you have to  
take it up with drunk me.

Don't come at sober me. We weren't there.

We don't know what happened.