



Object of the Newsletter

To promote the appreciation of fine Scotch Whisky (and the drinking of it) amongst my friends and to spread the word on the joys of single malt. By the way, I do not profess to be an expert, I am merely expressing an opinion on the whiskies I am tasting. "Slange"

As this issue is my 24th and celebrates one year of whisky newsletters, I am going to look at a special whisky, the Glenfiddich "Snow Phoenix." I was lucky enough to be given a bottle of "Snow Phoenix" By Gary, co-owner of the Queen Vic Pub in the Riviera Casino and hotel on the Las Vegas Strip. When I say lucky, I mean it, this is a limited edition and not easy to come by. I tried to buy a second bottle, and it took Jeff at the Liquor bank months to get his hands on, what his supplier told him was the last bottle for sale in the USA.

So many thanks to Gary and Jeff from my grateful taste buds, this is a fine whisky and it's a shame that when the bottle I have is gone, I'll never be able to get another.

Tasting Notes;

Color - Gold

Nose - Apples, Pears, butter

Palate - Oak, Malt, Spice and Honey

Finish - Malty, nutty, Apples

If you have a personal favorite and you would like it to feature in future "Slange" newsletters, please let me know.

I can be contacted at my website www.scot-talks.com.

"Slainte Mhath"

Paul Bissett

With thanks to Google images.





Snow Phoenix is born <http://thirstyinla.com/2011/01/17/the-forecast-for-glenfiddich-snow-phoenix-red-hot-and-rare>

In January 2010, after weeks of heavy snowfall and record low temperatures, several warehouse roofs at the Glenfiddich distillery collapsed under the weight of four feet of snow. Glenfiddich wasn't the only distillery that sustained damage that winter; the roofs of *twenty-one* Chivas Regal warehouses collapsed because of heavy snow.

With hundreds of maturing casks of Glenfiddich exposed to the unforgiving winter weather, Glenfiddich Malt Master Brian Kinsman assessed the situation and found inspiration. Kinsman selected casks of different ages and finishes (including Oloroso sherry and American oak) to create a non-aged single malt whisky. The Snow Phoenix has not been chill-filtered and is bottled at 47.6% ABV.

Unlike its namesake, **the Snow Phoenix will not rise again**; the distillery has hopefully ensured that the circumstances that led to the Snow Phoenix's creation won't be repeated.

The Snow Phoenix name was inspired by photos taken of the warehouse roof collapse. In one picture, the light shining through the hole in the roof resembles a phoenix; that photo is on the front of the Snow Phoenix presentation tin. The light shafts are used as design elements, evoked with cuts in the tin's foam insert as well as in promotional graphics.

Having worked around the clock in harsh conditions to save their whisky, the Glenfiddich distillery team had a newfound appreciation for the Cairngorm Mountain Rescue Team (CMRT), an all-volunteer group of mountaineers who battle extreme weather to save lives in the Scottish Highlands.

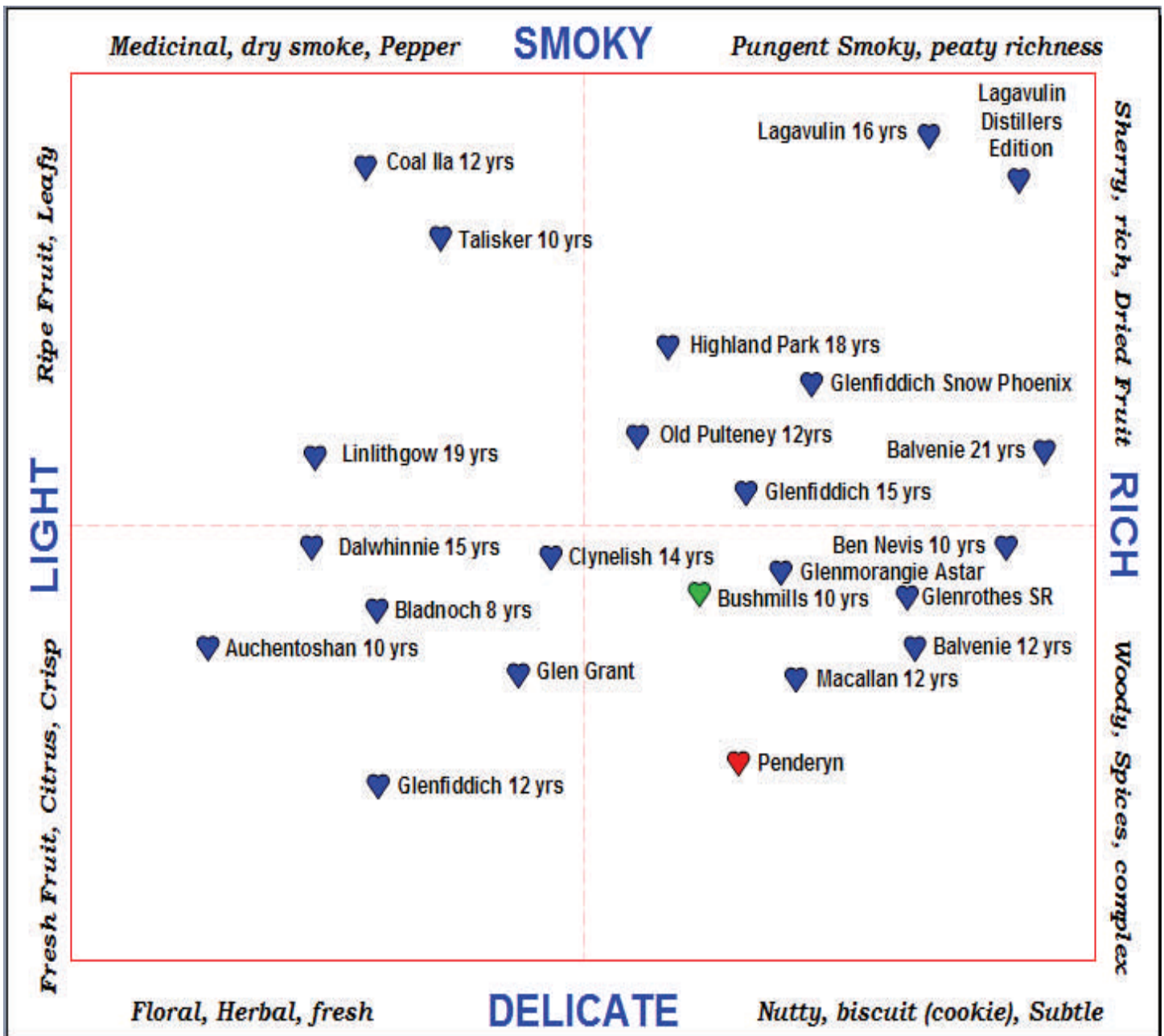
One thousand bottles of the Snow Phoenix were initially made available exclusively to members of the Glenfiddich Explorers online club. A total of only 12,000 bottles went on sale around the world. I and everyone that I know that tried Snow Phoenix was surprised that it sold for less than \$100.00. Given the Snow Phoenix's uniqueness and limited bottling, it could have been priced at least twice its list. pricing makes it possible to buy one bottle to enjoy now, and another to keep. Entrepreneurial types are taking advantage of the Snow Phoenix's scarcity and affordability; bottles have already started showing up on eBay UK.

The Glenfiddich Snow Phoenix is a singular release well worth seeking out. Born from adversity and inspired by myth, the Snow Phoenix will land in stores only briefly before it passes into lore on its likely path to cult status.





Below is a simple guide to help you choose your single malt Whisky, and where it fits in the flavor map. Being Scottish I recommend you find a likely candidate and try it in a bar, before buying the whole bottle. With each issue of the newsletter I will add in another Whisky to the flavor map. This issue; **Glenfiddich "Snow Phoenix"**. For more information on Glenfiddich go to; <http://www.glenfiddich.com/lda/?h=www.glenfiddich.com&u=>





Some Scotch Trivia

1. More Scotch is sold in one month in France than Cognac in a year.
2. Drinkers in the UK tend to drink Scotch with a dash of water.
3. Drinker in Spain mix their Scotch with Cola.
4. Japanese drinkers like a lot of ice and water with their Scotch.
5. In China the locals like their Scotch with Green Tea!!!!
6. Scotch whisky sells three times more than its rival whiskies.
7. Scotch whisky is sold in over 200 countries around the world.
8. The highest price ever paid for a bottle of single malt scotch is \$460,000.
9. There are currently 108 distilleries in Scotland, over half of them in Speyside.
10. Twenty Million casks are maturing in Scotland at this time.
11. Thirty four bottles of Scotch are shipped every second.
12. 80% of the cost of a bottle of Scotch is tax.



The Five categories of Scotch Whisky