



The SCOTCH WHISKY ACADEMY

The Scotch Whisky Trail Certificate Course

Best Spirits Course 2017
Business Insider Luxury Goods Awards 2017

Specifically created by renowned Scotch Whisky writer, industry expert and Master of Malt, **John Lamond**, this 8 week course runs from Monday 15th January, 2018 at 6.30 p.m. and covers the following:

- Production:** Basics of Malt & Basics of Grain, barley farming, development of varieties, development of yeast strains, floor v. drum v. Saladin maltings, shapes of stills and derived characters, development of the blend, evolution of labels
- Maturation:** Dunnage v. modern racking, chemistry of wood, gas chromatography and the development of understanding
- History:** Geography & geology, growth from the farm to the factory, licensing, legislation and government involvement, water, minerals, natural external influences, the move from pot to continuous, worldwide domination, the whisky barons, greed, prohibition, two world wars, barriers to trade, independent bottlers, the family-owned distillers, the growth of the multi-national
- Marketing:** Brand development, the development of advertising, the importance of the brand, the way ahead, present & future possibilities

The course finishes with an exam and the award of the Scotch Whisky Trail Certificate.
A distillery visit is programmed during the course.

During the 8 weeks, you will taste in excess of 30 different whiskies. In previous courses, students have tasted whiskies such as: Macallan 25 y.o., Loch Lomond 12, Glenfiddich Havana Reserve, Baillie Nicol Jarvie, Dewar's 12 y.o., Dalmore Cigar Malt, Glenfarclas 15 y.o., Highland Park 18 y.o., Old Pulteney 21 y.o., Deanston 17 & Ardbeg 17 y.o.

The cost for this cornucopia of delights? A mere £ 100.00 plus the possibility of a small cover charge of up to £ 5.00 per evening to cover the cost of some of the whiskies.

**This course will take place within
The Good Spirits Company, 23, Bath Street, Glasgow, G2 1HW.**

To enrol, contact:

John Lamond

The Scotch Whisky Academy

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