

April 2011



Jurgens's Whiskyhuis

## *2010 fantastic for whisky export*

*Some positive news to begin with, as the Scotch Whisky Association (SWA) has just announced that 2010 was a record year for Scotch whisky exports. Global shipments were valued at £3.45bn, 10% increase on 2009, and Scotch whisky exports have actually increased by 60% since the turn of the century, adding an extra £1.29bn in value. The SWA reported encouraging growth across different Scotch whisky categories, with single malt exports increasing by 18% (to £577m) and blended Scotch whisky shipments rising by 5% to £2.6bn.*

*Eight of the top ten markets grew in value, with a strong performance in the USA (+19% to £499m), which remained Scotch's largest export market by value. The 'BRIC' markets continued to develop, with exports growing to Brazil (+12% to £67m), China (+24% to £55m), India (+46% to £41m) and Russia (+61% to £31m).*

## *Caol Ila shut down*

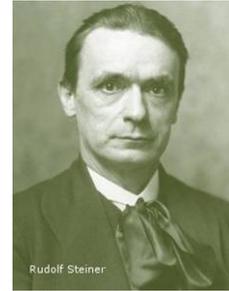
*Caol Ila distillery will be shut down in June after the Islay Festival of Malt and Music Feis Ile, but Islay fans should not panic. The closure is temporary, and will be undertaken order to accommodate a significant increase in production capacity. During 6 months there will be no public distillery tours, though the shop will remain open.*

*£3.5 million will be spent for expanding and upgrading the distillery, with a pair of new 62000 litres wash backs being installed to increase potential output from 5.7 million litres per annum to 6.4 million litres. Additionally, a new stillroom control system and mash tun will be fitted. Kevin Sutherland, Diageo's Senior Site Manager on Islay, says that 'This is great news for Caol Ila and great news for Islay. An investment of this scale is fantastic for the local economy and it signals Diageo's deep-rooted commitment to the Islay whisky industry.'*

www.whiskyhuis.be

## Biodynamic whisky ??

The Bruichladdich team on Islay is noted for its innovative and irreverent approach to Scotch whisky, but it's latest release takes things to a whole new level. The world's first ever biodynamic whisky has been distilled at Bruichladdich distillery from barley sown, grown and harvested according to an astral calendar. The barley of the Biodynamic Bruichladdich has been grown according to the controversial agricultural principles of the messianic Dr Rudolf Steiner (1861-1925). Steiner, an Austrian philosopher, educationalist, spiritualist and lecturer, is considered the 'Galileo of organic science;' but to critics, he was just a cosmic nutter. Farmers are guided by a cosmic calendar, where phases of the lunar and astral cycle indicate the ideal time for sowing, pruning or treating. 50% of all barley used by Bruichladdich is grown on Islay, and 50% is organically cultivated on the Scottish mainland. The new Biodynamic Bruichladdich single malt will be available from 2018.



## Glenlivet's new look

The Glenlivet, the world's No 2 single malt Scotch whisky, has revealed striking new packaging to provide the 'single malt that started it all' with an enhanced luxurious and sophisticated look, in line with its position in the super premium spirits category.



The stylish bottles and gift cartons will offer increased on-shelf stand-out for the on and off trade and will support our ambition to see 'The Glenlivet' become the No 1 selling malt whisky in the world.

## Shackleton Whisky

Mackinlay's is a blend of various malt whiskies including The Dalmore and Glen Mhor, the original base malt for Mackinlay's. The replica has been bottled at the same strength as the sample of recovered whisky (47.3%), and the age of the malts used in the vatting is given as between eight and thirty years old (that'll be the Glen Mhor, which closed in 1983). Very soon available @ Jurgen's Whiskyhuis your favorite whiskystore.



## *Chichibu and Karuizawa unaffected*

*The ongoing situation at the Fukushima Dai-Ichi nuclear facility in north-eastern Japan has resulted in confusion regarding the status of Japanese products destined for export to overseas markets.*

*Some countries have temporarily introduced partial bans on the importation of Japanese products, whilst others (including the EU) have brought in the need for testing and certification prior to export.*

*The situation in Japan remains unclear with the prefectural authorities tasked to issue the required certification not yet fully briefed by central government. To provide reassurance to customers as swiftly as possible, Number One Drinks Company has therefore elected voluntarily to submit samples to a Government-approved testing centre in Japan. Whisky has been taken from each warehouse at every distillery for which Number One Drinks holds exclusive export rights.*

*Samples were drawn at the beginning of April 2011 and tested over the following few days. The results shown below indicate conclusively that these products have been unaffected by the three radio-nuclides concerned (Iodine 131, Caesium 134 & Caesium 137):*



[www.one-drinks.com](http://www.one-drinks.com)

*Chichibu - Cask #26 distilled 2008 Chichibu - No radio-nuclides detected*

*Hanyu - Cask #1305 2000 Chichibu - No radio-nuclides detected*

*Karuizawa - Cask #5173 2000 Karuizawa w/warehouse 1 - No radio-nuclides detected*

*Karuizawa - Cask #7914 1984 Karuizawa w/warehouse 4 - No radio-nuclides detected*

*Karuizawa - Cask #3653 1984 Karuizawa w/warehouse 8 - No radio-nuclides detected*

*Kawasaki - Cask #G7451 1982 Chichibu - No radio-nuclides detected*

*Both Karuizawa and Chichibu distilleries (where stocks of Hanyu and Kawasaki are also stored) are located more than 250 kilometres from the Fukushima Dai-Ichi nuclear facility.*

*David Croll, Tokyo-based Managing Director of Number One Drinks Company (Japan), states: "I hope these test results will go some way to clarifying the situation. We continue to monitor the situation carefully and will work together with the Japanese authorities to facilitate export of these whiskies as the necessary documentation becomes available."*

## Ardbeg Challenge 2011

*June 4th is the date of the Ardbeg Challenge to which whisky lovers from all over the world are invited to join Ardbeg in a high-spirited celebration of the Ardbeg legacy at the Royal Lawn Tennis Club of Stockholm. Ardbeg's goal is to assemble 3000 whisky lovers for the world's largest whisky tasting which will be led by the Ardbeg Distillery manager, Mickey Heads and Dr. Bill Lumsden, head of whisky creation.*

*The current world record is 2252 people which was set in Belgium on 31st January 2009. A Guinness Book of Records representative will be there to officially record the attempt.*

*All participants in the world record attempt will have an exclusive opportunity to taste four of the finest whiskies from the Ardbeg Distillery and thereby – of course – four of the best whiskies in the world. The first two are renowned classics, the third is an exciting upcoming release (Could this perhaps be Ardbeg Alligator?) and the fourth is an Ardbeg they guarantee you never have tasted before, and never will again after this challenge.*

Something BIG is happening in Stockholm...



Such a momentous occasion is sure to draw crowds from miles around.



## Sample list

The samples are back online in our webshop, so you can order them directly at our shop. But for those who also want a summary list, the file at <http://www.whiskyhuis.be/catalog/Samples.pdf> will remain.

## Activity Calendar

Friday 06/05/11 : 1st Kintra Single Cask Tasting in Belgium at 20h00  
by Erik Molenaar himself

The price for 7 whisky's with small snacks is 20 euro for members and 25 euro for non-members of the Hebridean Whisky Society  
Reservation required !

You can still become a member of the Hebridean Whisky Society for 50 euro/year which includes a subscription for 1 year at *whiskypassion*, a discount on every activity, a discount on whisky's at tastings and a only member tasting

On 14-15/05/2011 we can deliver your orders for free at the Whiskyfair in Germany

From Thursday 02/06/2011 until Sunday 05/06/2011  
Open day @ Jurgen's Whiskyhuis

Friday 17/06/11 : Whisky Tasting at 20h00

Whisky & Whisky cocktail bar @ the Summer festivals  
Schendelbeke on 02/07/2011  
Nieuwenhove on 16/07/2011  
Zandbergen on 06/08/2011  
Overboelare on 20/08/2011

Friday 23/09/11 : West Coast Whisky Battle at 20h00