

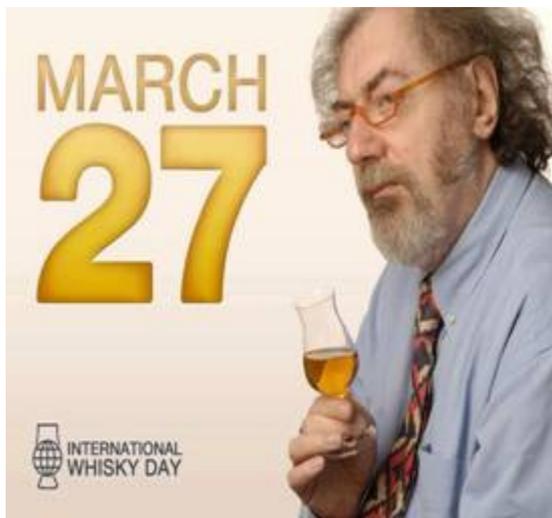
March 2012



Jurgens's Whiskyhuis

27/03 is World Whisky Day

The first ever World Whisky Day takes place this week, brainchild not of a big nose in the industry but a 21-year-old student.



A honour to Michael Jackson who was born on 27/03/1942

Discounts @ Jurgens's Whiskyhuis on WWD

Jurgens's Whiskyhuis is giving discounts on every whisky purchase placed at our webshop on 27/03/2012.

*-25% @ tickets for the Whisky festival in Geraardsbergen
on 17, 18 and 19 May 2012*

*-10% @ whiskies from A. Dewar Rattray, James MacArthurs
and Silver Seal*

-5% @ every other whisky related purchase

So don't forget to mention the code WWD2012 to receive the discount.

www.whiskyhuis.be

Last bottle @ Kilmarnock

The historic link between Kilmarnock and Johnnie Walker whisky has come to an end after 192 years.

On Friday 23/03/2012, the last Red Label was bottled at the Ayrshire plant before the final shift clocked off. The world's largest distiller, Diageo, announced in 2009 that it was closing the Kilmarnock facility, where more than 700 people were employed. Some staff are moving to other jobs, others have agreed to severance pay, and 82 are being made redundant. The closure announcement sparked local protests and an angry reaction from First Minister Alex Salmond. But he failed to persuade Diageo to keep the plant open. Since then, nearly 200 staff have found other jobs with the company, most in Glasgow, with a few moving to the expanded bottling plant in Fife.



Workers laid flowers outside the plant in Kilmarnock

A total of 430 workers agreed to severance pay, and 82 have been forced into redundancy. The last bottle of Johnnie Walker Red Label is destined for a local exhibition of the brand's history, which goes back to the first sale of Walker's Kilmarnock Whisky in 1820. A third of Diageo's land in the town is being given to Kilmarnock College, while it decides what to do with the rest of it. Staff at the plant are being invited back to a party this summer, when each will be presented with a limited edition special bottle of Johnnie Walker.

This article is from the BBC website and you can see the whole article in full at <http://www.bbc.co.uk/news/uk-scotland-glasgow-west-17486173> On this page you can watch a video of the final day at the plant.



Whisky Outperforms gold

Whisky outperforms gold in 'meteoric rise' as an alternative investment. Investment-grade whiskies are outperforming other alternative investments and commodities including gold, according to new figures.

Four-year numbers recorded between 2008 and the end of 2011 show that the "top 10" performing whiskies have grown in value by more than 400%. Meanwhile, had you invested in the "top 100" you could be 245% better off. Or 180% to the good had you invested in the "top 250". This is according to figures compiled by valuation experts, Whisky Highland.

So, how does this compare to gold - especially considering its "renaissance" in recent times? Gold rose by 146% over the same period while diamonds rose by just 10%. These latest figures should promote the virtues of "whisky assets" among high-end investors. Although they are already catching on...

Whisky sales in general are on the rise, with 8,500 bottles sold at auction last year in comparison to 1,500 four years ago. The global whisky markets totalled £4m in 2011. If that isn't impressive enough, market experts reckon the 2020 whisky markets could be worth £17m, a rise of 325%.

The booming whisky markets have been reflected in various big sales recently. Like the commuter who purchased a rare bottle of The Dalmore 62 at Changi Airport in Singapore. He paid a World Record £125,000 price for the bottle in the airport's branch of Harrods.

Meanwhile, a bottle of Macallan 64 year old "Cire Perdue" remains the world's most expensive whisky after it sold for \$460,000 in 2010.

"The demand for rare and limited edition whiskies is exceptional, and it's a trend that is set to continue in line with the uplift in other luxury goods markets," said David Robertson, rare whisky director for The Dalmore.

"We are going to see more distilleries and brands release very special whiskies which are designed to meet the growing demand from luxury consumers looking for the ultimate in unique products, whether to use and enjoy or to collect and invest."

Some new ones

<p><i>Single Malt Scotch Whisky</i> INDIVIDUAL CASK BOTTLING</p> <p>28 BALMENACH DISTILLERY</p> <p>AGED THIRTY EIGHT YEARS</p> <p>Distilled at Speyside Cask No: 2413 No. of bottles: 174 Date bottled: 14.09.1983 Date bottled: 22.02.2012</p> <p>700 ml 54.9% Vol</p>	<p><i>Single Malt Scotch Whisky</i> INDIVIDUAL CASK BOTTLING</p> <p>20 BENRIACH DISTILLERY</p> <p>AGED TWENTY YEARS</p> <p>Distilled at Speyside Cask No: 112683 No. of bottles: 186 Date bottled: 24.09.1991 Date bottled: 22.02.2012</p> <p>700 ml 54.9% Vol</p>
<p><i>Single Malt Scotch Whisky</i> INDIVIDUAL CASK BOTTLING</p> <p>13 BENRINNES DISTILLERY</p> <p>AGED THIRTEEN YEARS</p> <p>Distilled at Speyside Cask No: 4850 No. of bottles: 499 Date bottled: 02.09.1998 Date bottled: 22.02.2012</p> <p>700 ml 53.9% Vol</p>	<p><i>Single Malt Scotch Whisky</i> INDIVIDUAL CASK BOTTLING</p> <p>37 BUNNAHBHAIN DISTILLERY</p> <p>AGED THIRTY SEVEN YEARS</p> <p>Distilled at Speyside Cask No: 5673 No. of bottles: 236 Date bottled: 06.06.1974 Date bottled: 22.02.2012</p> <p>700 ml 43.0% Vol</p>
<p><i>Single Malt Scotch Whisky</i> INDIVIDUAL CASK BOTTLING</p> <p>14 CLYNLISH DISTILLERY</p> <p>AGED FOURTEEN YEARS</p> <p>Distilled at Highlands Cask No: 6893 No. of bottles: 317 Date bottled: 14.07.1997 Date bottled: 22.02.2012</p> <p>700 ml 59.2% Vol</p>	<p><i>Single Malt Scotch Whisky</i> INDIVIDUAL CASK BOTTLING</p> <p>35 DUFFTOWN DISTILLERY</p> <p>AGED THIRTY FIVE YEARS</p> <p>Distilled at Speyside Cask No: 7743 No. of bottles: 188 Date bottled: 03.06.1976 Date bottled: 22.02.2012</p> <p>700 ml 58.0% Vol</p>
<p><i>Single Malt Scotch Whisky</i> INDIVIDUAL CASK BOTTLING</p> <p>34 THE GLENLIVET DISTILLERY</p> <p>AGED THIRTY FOUR YEARS</p> <p>Distilled at Speyside Cask No: 13174 No. of bottles: 195 Date bottled: 29.06.1977 Date bottled: 22.02.2012</p> <p>700 ml 48.2% Vol</p>	

<p>A. D. RATTRAY</p> <p><i>Single Malt Scotch Whisky</i></p> <p>46% abv</p> <p>Distilled at Bruichladdich Distillery</p> <p>AGED 19 YEARS</p> <p>700 ml 46% Vol</p>	<p>A. D. RATTRAY</p> <p><i>Single Malt Scotch Whisky</i></p> <p>46% abv</p> <p>Distilled at Glen Grant Distillery</p> <p>AGED 20 YEARS</p> <p>700 ml 46% Vol</p>
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Irish single malt whiskey

distilled at **COOLEY** distillery

AGED 12 YEARS IN A BOURBON HOGSHEAD

Cask No: 1471
Distilled: 06/04/1999
Bottled: 01/2012
Bottle No: 1 of 50
Origin: 53°10'30.00"N 8°15'16.00"W

0.2l 40% alc/vol (80 proof) 46.0% alc/vol

campbeltown single malt scotch whisky

distilled at **GLEN SCOTIA** distillery

MATURED 19 YEARS IN A SHERRY BUTT

Cask No: 3
Distilled: 01/1999
Bottled: 11/2011
CAMPBELTOWN 1 of 119
Origin: 55° 22' 46.33" N 5° 36' 19.00" W

0.2l 40% alc/vol (80 proof) 51.6% alc/vol

speyside single malt scotch whisky

distilled at **TOMINTOUL** distillery

MATURED 42 YEARS IN A BOURBON HOGSHEAD

Cask No: 1196
Distilled: 26/02/1969
Bottled: 01/2012
Bottle No: 1 of 67
Origin: 57°18'22.80"N 3°24'48.61"W

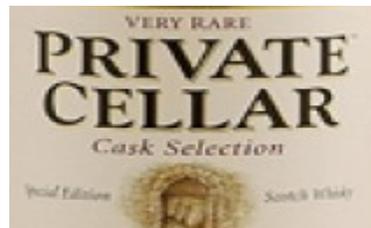
0.2l 40% alc/vol (80 proof) 44.5% alc/vol

Best Whiskies





Besides whiskies of the Independent bottlers Scott's Selection and Private Cellar we also sell RUM @ our webshop.



Something to celebrate ?

Celebrating something special, you just want to enjoy a great dram with friends or a present for your employees or partners?

Jurgen's Whiskyhuis gives to you, Malt Lovers, the opportunity for buying a cask of single malt whisky for you and your friends, club, society, company, ... You can choose every style you want.

Together with you we will stand in for bottling, labeling and shipping of your bottles. You can also give the bottles of whisky a personal touch with of a personalized label with your photo, team, sign, logo ... on it??

If you are interested, please get in touch with us at info@whiskyhuis.be



Jurgen's Whiskyhuis
www.whiskyhuis.be