

Summer 2013



Jurgen's Whiskyhuis

Glen Keith Distillery Re-Opened

Cabinet Secretary for Rural Affairs and Environment Richard Lochhead MSP officially re-opened the Chivas Brothers-owned Glen Keith distillery today.

The distillery has been 'silent' since 1999, but it was announced in 2012 that it would re-open to help the company continue to meet increasing worldwide demand for its luxury Scotch whiskies, which include world-renowned blends Chivas Regal, Ballantine's and Royal Salute.

The Glen Keith re-opening is just one phase in a continued programme of investment for Chivas Brothers. The company has committed £40 million annual capital expenditure on its operations.

Other recent major investments have included the £10 million expansion of The Glenlivet Distillery in 2010, increasing its distillation capacity by 75%. In 2012 expansion work at Glenallachie, Longmorn, Glentauchers and Tormore distilleries – in addition to the Glen Keith project – increased the company's malt distillation capacity by a further 25%, while in Paisley it opened a new super-premium bottling hall, focused on the hand-packaging of its highest-value expressions.



Distillery
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This programme of investment will culminate in the building of a brand new distillery at Carron on the River Spey, to open in 2014. Planning permission for the project was granted by Moray Council in April this year.

Prior to re-opening, the distillery underwent a major upgrade, resulting in a 50% greater malt distillation capacity. Work included the installation of new malt storage facilities, and a new mash-house and tun-room, which accommodates the new mash tun along with six additional washbacks, bringing the total to 15. The distillery's existing six stills were also refurbished.

Environmental improvements at Glen Keith will make this distillery one of the company's most energy efficient, with the heat generated during distillation being recycled within the process. The latest generation of still thermo compression systems has for the first time been incorporated into both wash and spirit distillations. This gives a further energy usage reduction of 15% compared to Chivas Brothers' current most efficient distillery.

The first Icelandic whisky

Development has begun on brewing the first Icelandic whisky and it's planned to put it on the market within a few years.

Birgir Mar Sigurdsson, author of the Þoran-project, says that this development work has been secured since the project was chosen as one of ten promising business ideas in Startup Reykjavik.



Distillers
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Startup Reykjavik is a mentorship-driven seed stage investment program. A 10 week long program is run in Reykjavik, Iceland once each year. The referees are very selective on the ideas we get into the program. Selected companies or ideas get \$16,000 in seed funding from Arion Bank, Birgir Mar says that they are both trying to brew from Icelandic and foreign barley. "In fact it is quite inconvenient because it does not sprout very well but that cultivation is being developed in Iceland even though nothing is being genetically modified."

"In the second half of August the project will be presented to investors and I am optimistic that we will be well accepted. After that we can focus on development and processing and marketing."

Ottar Bragi Þrainsson says that a lively discussion has been taking place on how the value of the Icelandic grain can be increased. Beer is being brewed using Icelandic barley and grain farmers in Iceland are making cereal and other grain products

Lost Distillery Company

A new whisky company is seeking to resurrect blends from "lost distilleries" as the interest in Scotch whisky increases. The Lost Distillery Company is the brainchild of Scott Watson and Brian Woods, both of whom previously worked at Diageo, who were intrigued by the idea that in the last century almost 100 distilleries have been lost or closed down due to financial hardship or through neglect.



With the help of Scotch whisky expert Michael Moss, the company researches the flavour profiles of these distilleries, the types of stills and barley they used and other distillation techniques and then sources whiskies to blend together to best recreate the spirit.

Watson told the drinks business: "Historical whisky making is a bit of a dark art but his (Moss's) knowledge is astounding." Both Watson and Woods admit that the whiskies are not exact recreations but rather "modern interpretations" and represent a "look into the past".

Nonetheless, as Woods adds, the idea is to do so without being, “too shortbread tins and bagpipes”.

Both think that “consumers are a bit tired of mainstream brands,” and that the idea of being able to taste whisky styles that haven’t been produced for over 100 years in some cases is an, “interesting proposition”.

What is more, by following historical recipes, Watson explained that it would be possible to recreate blends from the 1850s up to the 1930s, as well as allowing for experimentation with single cask expressions and so on.

So far the company has the right to reproduce whiskies from 20 closed distilleries across Scotland.

Woods said that, for financial reasons, the first whiskies would not be launching in the UK initially, with the US and parts of Europe promising greater levels of interest – although if the opportunity arose to be present in UK duty free then Watson said they would consider it. The first two whiskies to be released later this year will be Stratheden (from Fife) and Auchnagie (from the Atholl Estate in Perthshire – both pictured above).

Waiting in the wings for a release late this year or early next year, are Benachie, Gerston and Dalaruan. in a nice touch, the colour of the labels is based on something from the distillery – the green for Stratheden on the colour of the doors and Auchnagie on the gates.

Over the next six years it is hoped that all 20 whiskies will be released. Production will be small, around 800 cases each and prices should be between £40 and £45 a bottle.

Some Newbies @ our shop



And many others, so check our website

Work in Progress

Jurgens's Whiskyhuis is building a new store with tastingroom besides his current one. Due to these constructions it can happens sometimes that there is a small delay by answering emails or shipping packages.

We will keep you informed about the changes .



Jurgens's Whiskyhuis will also offer a nice selection of other spirits with high quality like Rum, Cognac, Calvados, Gin, Vodkã, Porto, ... , in our new shop.

Rolling Stones Crystal Head

Are there some Rolling Stones fans out there?

The limited edition Rolling Stones 50th Anniversary Gift Set, which is available Jurgens's Whiskyhuis, features an iconic bottle of Crystal Head Vodkã with an interchangeable crystal decanter top engraved with The Rolling Stones lip-and-tongue tattoo. Also included is an exclusive 2-CD compilation of live Rolling Stones hits, a bottle tattoo featuring the 50th anniversary logo, and handcrafted display case featuring a real zipper reminiscent of the Sticky Fingers album cover.



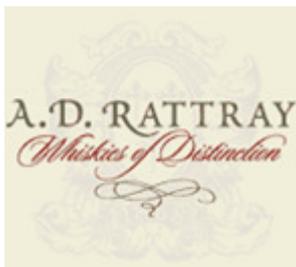
SUMMER PROMO

I recently could buy 6 bottles Glenury Royal 1970 @ a much cheaper price then normal. And as always, Jurgen's Whiskyhuis is sharing his discounts with his customers .



*Glenury Royal 1970
from 744,99 EURO
now for only 499,99 EURO*

Summer Discounts



We are offering 10% discount on every A. Dewar Rattray (not Dewar Rattray), James MacArthurs, Samaroli and Silver Seal and 5% discount on every Kintra, Liquid Sun, Maltbarn, Sansibar and Whisky-Doris. Use the code Summer2013 to receive the discount.

Join Whisky Aan Zee and even taste them before making your choice !! This offer is valid from 01/08/2013 till 17/08/2013 or until stock lasts.



Jurgen's Whiskyhuis

You can find us @

03/08/2013 Highland Games Bornem

Sport- & Recreatiedomein Breeven in Bornem

Barelstraat 111A, 2880 Bornem

From 13h till 19h

Free Entrance

15/08 -> 17/08/2013 Whisky Aan Zee Oostende

Hotel Thermae Palace – Koningin Astridlaan 7

Every day from 13h -> 17h and 19h -> 23h

*Entrance is only 5 €, but you receive a tasting glass which
you can take home and discounts on every purchase*

05/10 -> 06/10/2013 5de Petegems Whisky Paviljoen

Entrance Brielmeersen

Lucien Matthyslaan Deinze

on 05/10/2013 from 15h -> 20h

on 06/10/2013 from 11h -> 18h

Free entrance

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