



THE **W**HISKY SHOP

Unlocking the mystery

www.whiskyshop.com





THE WHISKY SHOP

Unlocking the mystery of whisky

“Whisky? I don’t drink it!”

If the Third World were to be given \$1,000 every time that statement is made it would have no debt. Whisky is a fabulous drink! Yet to many people whisky is untried and untested and to others, it is enjoyed but not well understood.

At The Whisky Shop, our passion is to convert the uninitiated and to further educate and encourage both the occasional drinker and existing enthusiast. Either way, we want you to enter or go further into the amazing world of whisky. Yes, it is complicated, but it’s a voyage of fascinating discovery. You are warmly invited to step into our world by participating in one of our tutored tasting events. For many it will be a first and bold step and for others it will be a welcome return.

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THE WHISKY SHOP CHAIN

The Whisky Shop was founded in 1992 when it opened its first shop in Edinburgh and is today the largest specialist retailer of whiskies in the UK. It has outlets in nearly every large population centre in the country and an active shop on line at www.whiskyshop.com.

The Whisky Shop offers customers a unique shopping experience where they can browse (and in some cases sample) a range of over 400 different whiskies, including many independent bottlings exclusive to the store. By far the largest category is single malt Scotch, for it is here that there is an enormous variety of tastes and makes. As well as Scotch, there are whiskies from Ireland, Canada, America, Japan and India and then there are cream liqueurs, Scotch liqueurs and a vast miniatures collection.

The top selling whisky across all stores is the Glenkeir Treasures range. Exclusive to The Whisky Shop, these are whiskies chosen by a rigorous selection process as being individually exceptional. The core selection is put into oak barrels in each shop and hand bottled to order. They come in different ages and from different regions and can be tasted in store straight from the barrel. So, there is ‘on tap’ for every customer a virtual tour of Scotland.

All this retail theatre is set within a contemporary and relaxed setting with friendly and informative staff. Don’t be confused by imitators, there is only one The Whisky Shop easily identified by its distinctive livery and an immaculate store. Everyone who visits The Whisky Shop leaves with a smile and, of course, a special purchase.

Further information on any of our stores or products can be obtained by calling our head office on 0141 334 6666. Alternatively, click on www.whiskyshop.com for our mail order delivery service.