

Feelin' a Lil Whiskey

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A barrel aged presentation by your Ava Bar Team

Whisk(e)y

- The spirit, typically brown in color, is made and loved internationally.
- The term 'whisky' derives originally from the Gaelic 'uisge beatha', or 'usquebaugh', meaning 'water of life'. Gaelic is that branch of Celtic spoken in the Highlands of Scotland.
- Whisky has been distilled in Scotland for hundreds of years. There is some evidence to show that the art of distilling could have been brought to the country by Christian missionary monks, but it has never been proved that Highland farmers did not themselves discover how to distil spirits from their surplus barley.



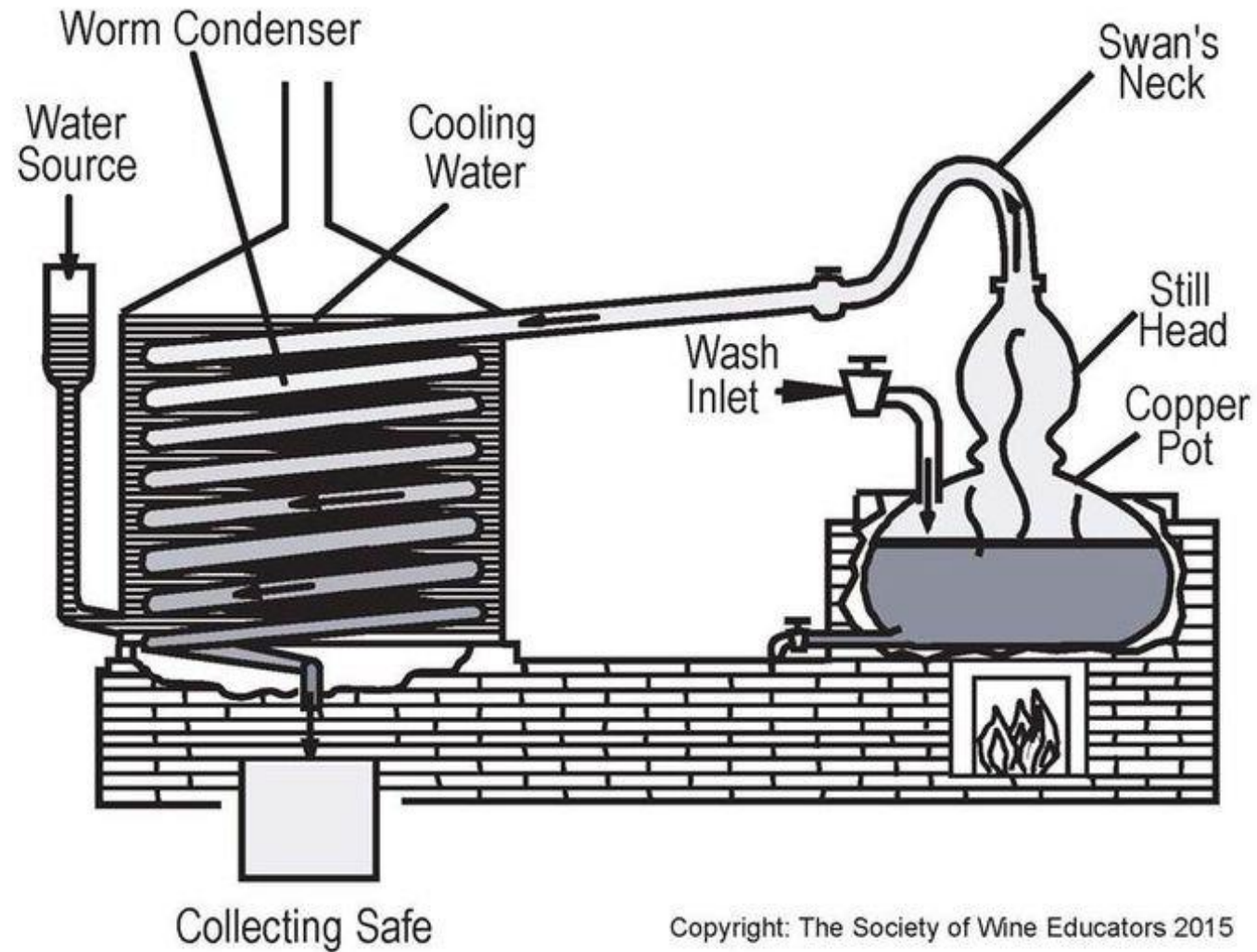
Bourbon

- The origins of Bourbon date back to when it outlasted bread, grain, and beer in the storehouses of the now native Kentuckians.
- Distilling was most likely brought to present-day Kentucky in the late 18th century by Scots and other settlers (including English, Irish, Welsh, German, and French) who began to farm the area in earnest. The origin of bourbon as a distinct form of whiskey is not well documented. There are many conflicting legends and claims, some more credible than others.
- Bourbon was made and popularized by the American necessity to produce its own native spirit. Thus why a major rule in Bourbon production is for it to contain at least 51% corn (a native American whole grain).

The Rules of Bourbon

- 1. It must be made in the United States. Contrary to popular belief, it doesn't have to be made in Kentucky, although 95 percent of the world's supply is.
- 2. Aging must take place in a new, charred, oak barrel. Whiskey can be aged in used barrels and often is. The bourbon must be aged for at least two years to be considered a straight bourbon.
- 3. The mash must be at least 51 percent corn. Maker's Mark is way above the minimum at 70 percent.
- 4. The whiskey cannot enter the barrel at higher than 125 proof. It cannot enter the bottle at a proof less than 80.
- 5. Nothing can be added but water and only to lessen the proof when necessary. Other whiskeys can add color and flavor. Not bourbon, it must be au naturel.
- Bourbon is to be aged for at least 2 years, if not stated it is considered a straight whiskey.

Diagram of a Pot Still



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Other North American Whiskeys

Tennessee

- Tennessee Whiskey **must** be made in Tennessee, unlike Bourbon
- Tennessee Whiskey **must** be Click to add text charcoaled filtered, giving it an initial smoother mouth feel.
- The origins of Tennessee Whiskey were to not only differentiate from Kentucky Bourbon, but to "fix" it.

Canadian

- Canadian whiskey is typically a mash mixture of many different grains, however a majority is corn based
- Corn, Barley, Wheat, and Rye are the usual suspects
- Canadian whiskey must be aged for at least three years, within Canadian borders

Scotch

- The Scottish as well as the Irish claim to have invented Whisky.
- Scotch whisky is a spirit distilled and aged in Scotland, generally made from barley and corn and aged in used oak containers for at least three years.
- When tasting scotch, smoke & peat are amongst the most distinguishing flavors from other world whiskeys
- Before the fermentation process even begins, Scots toast barley grain and burn peat as the heating element in the toasting process
- Peat, also known as turf, is an accumulation of partially decayed vegetation or organic matter (dirt)



Irish Whiskey

- Irish whiskey of course must be distilled and aged in Ireland, in used oak barrels
- Malted and unmalted barley are the main grains used in production, although corn is now used in some Irish whiskeys
- Irish whiskey is typically known for being triple distilled
- The Irish differentiate themselves from the Scotch by making their whiskey smooth and peat-free
- Irish whiskey is the second most consumed whiskey worldwide, right behind bourbon, and the fastest growing spirit in the US market



Japanese Whisky

- The birth of Japanese whisky originates in Scotland.
- Masataka Taketsuru, a chemist, arrived in Scotland and enrolled in the University of Glasgow where he studied organic chemistry in 1918.
- in 1919 Taketsuru began his apprenticeship at Longmorn Distillery in Strathspey, Scotland. He eventually became a distillery executive before bringing whisky back to Japan in the early 1920's. Here we find the origin story of Suntory, and later on Nikka.
- Although the Japanese are fairly newer to whisky production, their mantra is of typical Japanese fashion. Absolute perfection in production while maintaining efficiency and integrity to its ingredients

Japanese Philosophy & Mantra

- Must be made of malted barley
- Local Japanese water throughout production
- Must be fermented & distilled in Japan
- Must be aged for at least three years in Japan, and then bottled within the country
- Japanese whisky makers put a lot of emphasis in the blending process of their spirits, a *harmony* if you will
- The Japanese philosophy is to create progression and evolution in their production. They want in their spirits to evolve into perfection.



Togouchi
Japanese Blended Whisky
ウヰスキー

Penes de Pascal
Chapitre 2
L'homme sans Dieu
71
Top et trop peu de vin:
ne lui en donnez pas,
il ne peut trouver la vérité:
donnez-lui en trop, de même.

戸河内

Aged 12 Years

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戸河内

Aged 18 Years

THE
YAMAZAKI
SINGLE MALT
WHISKY

YAMAZAKI DISTILLERY
PRODUCED BY SUNTORY
PRODUCT OF JAPAN

DISTILLER'S RESERVE

山崎

THE
YAMAZAKI
SINGLE MALT
WHISKY

AGED 12 YEARS

The oldest distillery in Japan
YAMAZAKI DISTILLERY
PRODUCED BY SUNTORY
PRODUCT OF JAPAN

ウヰスキー

山崎

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ウヰスキー

山崎

THE
YAMAZAKI
SINGLE MALT
WHISKY

LIMITED EDITION
2014

YAMAZAKI DISTILLERY
PRODUCED BY SUNTORY
PRODUCT OF JAPAN

