

29-30th October 2010
The Brewery
London EC1Y 4SD

THE WHISKY
SHOW•2010
THE ULTIMATE TASTING EXPERIENCE

Press Release 06 July 2010

Exhibitor testimonials

"...Just wanted to say a huge thanks for organising a superb show! It was easily the best that I have taken the brand to this year."

"It was a great show and I was very impressed with the venue and quality and number of visitors that attended...I congratulate you on a great event. You had the right mix of customers and whiskies on show. "

"I think that the event was wonderful, fantastic venue and a great clientele."

"There was a very high quality of customer, especially on the first day. I made many good contacts, even with potential customers from abroad. It was much more international than I had expected. Thank you for putting on such an excellent event. I would be very happy to participate again next year. "



The Brewery

The Ultimate Tasting Experience

- The Whisky Show is a luxury whisky event that showcases the finest examples of the distiller's art to city professionals and fine whisky consumers alike.
- After the roaring success of 2009's inaugural event, this year's expanded Show is taking place at The Brewery in London on 29th-30th October 2010.
- Focusing on premium whiskies above each brand's standard expression (longer-aged whisky, new releases and special bottlings).
- Generous portions of luxury whisky-themed food in the Whisky Diner.
- Two bars serving delicious whisky cocktails.
- A range of delicious food-pairing suggestions, with the new addition this year of a dedicated Whisky and Food-Matching room at the event.
- Sensational Masterclass tastings, hosted by some of the most famous names in the industry and featuring some truly spectacular whiskies well above the standard fare offered at other whisky shows.

Confirmed exhibitors at The Whisky Show 2010 include Glenlivet, Macallan, Glenmorangie, Highland Park, Springbank, Glenfiddich, Laphroaig and Johnnie Walker. Full details of all exhibitors are available on the regularly-updated Show website www.thewhiskyshow.com.

Standard tickets for The Whisky Show are priced at £95 and include:

- Entry to the event and a free tasting glass.
- Free samples of any exhibited whisky - there is no voucher system at The Whisky Show.
- A hearty two-course meal at The Whisky Diner.
- Access to the Whisky and Food-Matching room and free samples of the featured pairings.

For more details on all aspects of The Whisky Show, please visit our website: www.thewhiskyshow.com.

Visitor testimonials

"Your event was fabulous. Very enjoyable, educational and the most civilised of shows."

"Well I went to the show on the Friday with a friend and all I can say is WOW. I have been to many whisky events and that was far the best. It was in another league."

Confirmed Exhibitors include:



A full list of sponsors and exhibitors at the Show is available at www.thewhiskyshow.com

NOTES TO EDITORS

The Whisky Show is about helping whisky fans to develop an understanding and appreciation of this complex spirit - particularly useful for the enthusiastic amateur. Exhibitors fully understand that many visitors to the show are not aficionados and present their brands accordingly.

The Whisky Show truly lives up to its tag as The Ultimate Tasting Event. In 2009, dozens of extra-special ultra-premium whiskies - some with price tags in the thousands of pounds - were available for visitors to taste free of charge, with all samples included in the price of admission. The range and quality of the whiskies at the Show was unprecedented, and was far superior to any previous whisky festival in the UK.

The Whisky Show offers a fantastic opportunity to the knowledgeable connoisseur and potential investor, as well as the passionate whisky fan wanting to learn more. The aim of the Show is to create a superb atmosphere - a world away from the stressed, workaday nature of many other whisky festivals.

The Whisky Show unequivocally promotes and encourages responsible drinking by all visitors to the Show. Perhaps uniquely for a whisky tasting event, the organisers have gone to great lengths to stress quality over quantity and consumption in moderation. The Whisky Show is all about appreciation of the world's finest spirit.

More details and a full list of sponsors and exhibitors at the Show are available at www.thewhiskyshow.com. If you are interested in becoming a sponsor of The Whisky Show, please contact Graeme Wallace at Graeme@thewhiskyshow.com.

The Whisky Show is organised by whisky book publishers GW Publishing (www.gwpublishing.com) and The Whisky Exchange (www.thewhiskyexchange.com), the world's leading whisky specialist.

For further information please contact Graeme Wallace at Graeme@thewhiskyshow.com

Visit The Whisky Show 2009 picture Gallery
www.thewhiskyshow.com/2009/picture-gallery