

Spring 1997
ISSUE 47



MiNiZ

THE NEWSLETTER OF PORT NICHOLSON MINIATURE BOTTLE CLUB



New Zealand's only Miniature Bottle Club

Editorial / Cover Bottles

The cover bottles this month are probably the most unusual ever issued by a New Zealand company. The labels are very colourful. All have the name ISOTOPE in orange lettering and the name of the drink in white. The Rum Colada has a blue background, the Bourbon Mint a green/brown and the Tequila Lime an orange/red. These bottles are made of a heavy plastic in the shape of a test tube and are 60ml. Robin Mellish found these in Christchurch but nobody has reported them elsewhere. I have a couple of spare sets if any of the overseas members want them.



Shown on this page are 6 more new NZ bottles. Two of the four McRoberts were mentioned, but not shown, in the last miNiZ. The Italian Gold has a red label, both the Melon Liqueur and Ouzo have green labels and the Whisky Liqueur is brown. The Millbrook jug is from Havill's. There are four colours, Blue, Brown, Green and Pink. The Gilbey's Gin is in a square plastic bottle with the usual label colourings.

There are lots more new imported bottles in the stores now. Many of them are shown on the next three pages.

I am pleased to see that some members have taken my comments to heart and have provided articles for miNiZ. What about the rest of you?



On the subject of articles, but not meaning to sound as though I am moaning at those who have contributed to miNiZ, I have to say that the format of some of the articles I have received has caused a few problems. Will contributors please leave a page margin, on both sides, of at least .75" and preferably 1". This is so that members can read the article (somewhat essential don't you think?) when miNiZ is stapled. US members should note that your standard paper size 'Letter' is wider by .25" than the international standard 'A4' which we use and .75" shorter.

The club continues to prosper. We made a total of just under \$2600 out of the Auction after all expenses. My thanks to all those who took part and especially to those who assisted with the packing and posting. The club is on a very sound financial footing. We will be charging a membership fee in 1998, as 1997 was free, but are looking at providing another exclusive bottle for free. Suggestions are welcome.

David Smith

KEN'S KORNER

So what's new around town?

To find out, I took myself and my camera around to one of the larger liquor outlets and spent the morning zapping anything I thought was new.

(A) TULLAMORE DEW Jug/Crock. New Look 50ml, 40% alcohol by vol.

(B) WARNINKS ADVOCAT 40ml, 17.2% by vol. Produced in Holland.

(C) GODET BELGIAN WHITE CHOCOLATE LIQUER 50ml, 15% alcohol by vol. Attractive bottle which has been coated to look like a ceramic. Made in Deinze, Belgium.

(D) KAPALI LICOR DE CAFE Coffee liqueur 50ml 20% alc. by vol. Plastic. Mexico

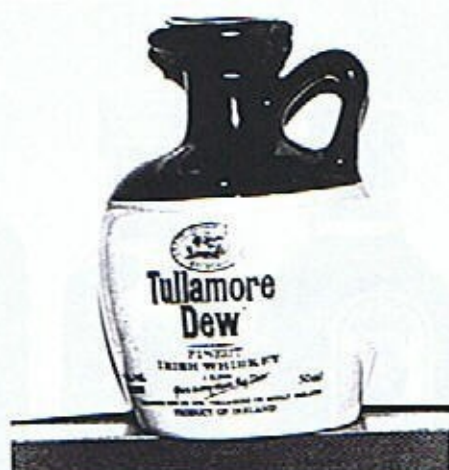
(E) CUERVO ESPECIAL Tequila 50ml, 40% by vol. Plastic. Mexico.

(F) ABSOLUT VODKA. 50ml, 40% by vol. Product of Ahus, Sweden.

(G) VLADIVAR VODKA 50ml, 40% by vol. Product of Vladivar Company, Glasgow.

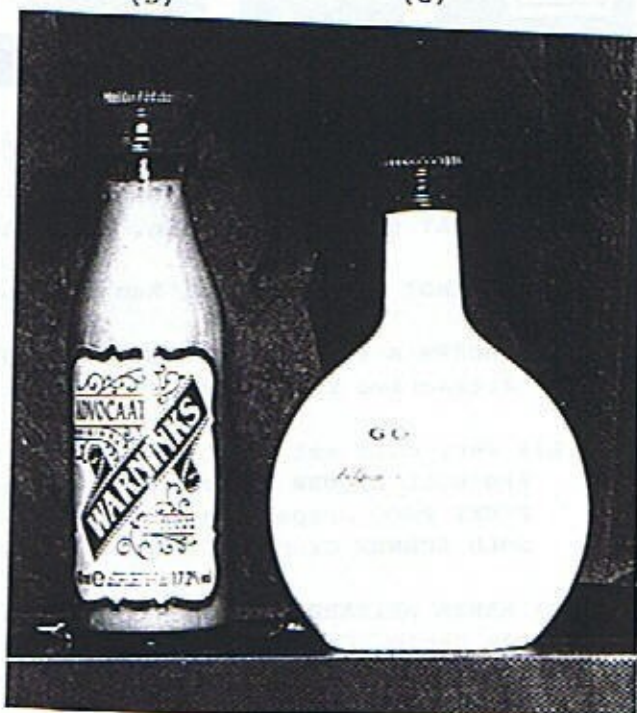
(H) APPLETON ESTATE JAMACIAN RUM 50ml, 40% by vol. Product of Kingston, Jamaica.

(A)



(B)

(C)



(D)

(E)

(F)



(G)

(H)



(I)

(J)

(K)



(L)



(N) RAMOS PINTO TWANY PORT 100ml, 19.5% alc. by vol. Portugal.

(O) PORTO CABRILLO TWANY PORT 50ml, 20% alc. by vol. Portugal.

(I) BOMBAY SAPPHIRE Dry Gin. 50ml, 40% alc. by vol. Made in London, UK.

(J) BACARDI LIMON Bacardi Rum & Lemon. 20ml, 32% alc. by vol. From Hamburg, Germany.

(K) ARCHER'S PEACH COUNTY SCHNAPPS 50ml, 23% alc. by vol. From London UK.
Attractive frosted glass bottle.

(L) A very cute set of 3 small minis from Switzerland. Only 20ml in volume each.
RED BULL LIQUER 18% alc. by volume. Type of liquor not mentioned on bottle.
FUNKY FROG Grapefruit Liqueur 15% by volume.
GOLD SCHNEE Cinnamon / Gold Leaf Liqueur 15% alc. by volume.

(M) MARIE BRIZARD Liquers in new shaped bottles: Range includes Triple Sec, Creme de Cacao, Creme de Menthe, Parfait Amour, Blue Curacao, Creme de Cassis, Creme de Framboise, Liqueur Coconut, Creme de Fraise, Abricot, Pêche, Orange Curacao,

(M)

(N)

(O)



(P)



(Q)

(R)

(S)



(P) New Zealand All Blacks Stainless Steel Flask containing Islay Mist Scotch Whisky. 150ml, 40% alc. by vol. Not technically a miniature but a very attractive item. Produced to commemorate the Rugby Super 12. Price \$87 - \$95.

(Q) EVAN WILLIAMS BURBON 50 ml, 45% alc. by vol. Plastic. 7-year old. Kentucky Straight

(R) SAM COUGAR BOURBON 50ml, 37% alc. by vol. Plastic. "

(S) WILD TURKEY 1855 RESERVE BOURBON 50ml, 55% alc. by vol. "

(T) CONNOISSEURS CHOICE CAOL ILA 1981 Single Islay Malt 50ml, 40%

(U) CONNOISSEURS CHOICE ARDBERG 1974 Single Islay Malt 50ml, 40%.

(V) IMPERIAL Single Highland Malt 1979 50ml, 40%.

(W) TAMDHU Malt Whisky 50ml, 40%.

(X) USQUAEACH Blended Malt Whisky 15-year old 50ml, 43%.

I would like to thank the manager and the staff at CENTRE CITY WINE AND SPIRITS MERCHANTS, WARING TAYLOR ST, Wellington, for their assistance and co-operation.

(T)

(U)

(V)

(W)

(X)



The World's Largest

I had just spent the previous few weeks valuing the world's largest dairy factory (if it was half the size it would still be the largest) when an envelope arrived from Dick Cotton with the following article on Gallo from The New York Times. I don't know for certain but I suspect that if the Gallo winery in Modesto, California was one quarter of its present size, it would still be the world's largest. A few years ago Jackie and myself drove around the outside, admittedly not very fast, but not walking pace either - it took us 20 minutes!

Gallo known as a maker of inexpensive table wines, much of them sold in bulk or bottled in larger than the standard 750ml bottle. It makes about 25% of all US wine, most of it through the huge Modesto winery.



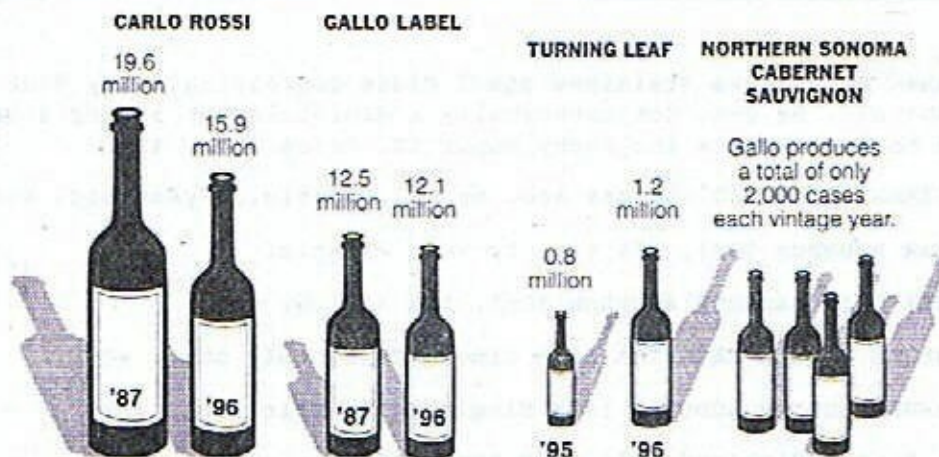
Ernest, top, and Julio Gallo founded the company in 1933. Julio died in 1993.

Admittedly on a vastly smaller scale, New Zealand also has a maker that dominates the industry, Montana. They make about 40% of the NZ wine production. This includes lots of bulk wine but this does not stop them consistently winning medals in the premium wine categories.

This article shows that Gallo is now not content just to make bulk wine - premium wine makers in the US should watch out.



Gina and Matt Gallo run the premium Sonoma wine division.



Source: Adams Wine Handbook 1997

From the Top of the Barrel

Gallo Powers Its Way Into the Premium Wine Market

By FRANK J. PRIAL

HEALDSBURG, Calif. — Over lunch recently at Bistro Ralph, a wine makers' hangout here in the heart of the California wine country, somebody mentioned that E. & J. Gallo Winery Inc., the mass producer of inexpensive jug brands like Carlo Rossi and Gallo Hearty Burgundy and street fortifiers like Thunderbird, had placed in the top 10 in a rating competition with one of its new Sonoma wines. But the remark only exasperated Gina Gallo, a third-generation marketing executive with the company.

"First would have been better," Ms. Gallo said, pausing between bites of her lamb burger. "Second is O.K., too. But just being in the top 10 is unacceptable."

Gallo has always wanted to be No. 1 at everything it does. And it mostly has. Since it was founded in 1933 by the brothers Ernest and Julio Gallo, it has grown into the biggest winery in the world, with production of nearly 900 million bottles last year and revenue approaching an estimated \$1 billion. (The privately held company does not release its financial results.) Sales representatives like to quote a line by Ernest Gallo, the

88-year-old family patriarch: "We don't want most of the business; we want it all."

One market segment always eluded Gallo, though. That was premium fine wines, those cabernet sauvignons, chardonnays and pinot noirs aged in wooden barrels and corked in 750-milliliter bottles. So, after several false starts in the marketplace, the company is trying once again to conquer that territory. And finally, despite its reputation as a mass rather than a class wine maker, Gallo has managed to make a name for itself in the midpriced and premium categories, too.

The name, though, is not just Gallo. They are Turning Leaf, Gossamer Bay, Indigo Hills, Zabaco and Marcelina, all new wine labels owned by Gallo that sell anywhere from about \$7 a bottle to as much as \$20. Not only is the Gallo name never mentioned on those labels, they usually say "Made in Healdsburg," rather than Modesto, where the Gallos got their start and which has become almost synonymous their name.

Other new lines rely on the Gallo name, though the labels vary from the traditional one, often displaying simply the signatures of the founders. These include the Single Vineyard varietals — chardonnays, cabernets and the like with price

tags of \$14 to \$18 — and the top-of-the-line Sonoma Estate wines, including a chardonnay that retails for \$30 and a cabernet sauvignon that goes for more than \$40.

A \$40 bottle of Gallo wine? Yes, and to the consternation of Gallo's competitors, some of the wines are winning raves among customers and critics. Chez Panisse, the Berkeley restaurant owned by Alice Waters that is in the vanguard of the best in California cuisine, recently bought its first cases of Gallo Sonoma wines.

"They said it couldn't be done," said Ed Everett, an importer and wine consultant based in San Francisco. "Everyone in the industry said Gallo could never shake off its jug-wine image. Which is just the kind of challenge the Gallos love. And they've done it."

There is a good reason, of course, why Gallo is so determined to remake its image. Consumption of the blended table wines on which Gallo feasted for years has stagnated while varietals, named for the predominant grape used to make them, have taken off. Last year, for example, the volume of varietals shipped by California wineries was up nearly 10 percent, to 76.7 million cases, according to *Impact*, an industry trade journal, while table wine was up only 1.7 percent, to 52.9 million cases. In 1985, generic table wine accounted for 81 percent of all California wine shipments; last year, it was down to about 40 percent.

Responding to this shift in taste, Gallo has moved production of its premium wines to Sonoma County, where it has been buying up land for years. And to give the Gallo designation more panache, the family began removing its name from some of the cheaper wines and shrinking it on others, selling them with alternative labels, including Sheffield and Livingston Cellars. They abandoned the three- and four-liter bottles for Hearty Burgundy, once the country's best-known jug wine, confining it to standard 750-millimeter and 1.5-liter bottles with corks, low-key labels and a price of \$4 for the smaller bottles.

"It's not inconceivable that one day the Gallo name will be associated only with top-of-the-line varietals," said Mr. Everett, the wine consultant.

But that day is a long way off. To capture more consumers with high-brow tastes, the Gallos swallowed their pride and excised the Gallo name from most of the new Sonoma brands, as well as from the two big Modesto sellers, Turning Leaf, begun in 1995 with a price of about \$7, and Gossamer Bay, introduced last year for around \$8.

Marking many of its labels "Made in Healdsburg" is worth "many millions of dollars to the Gallos," according to the wine consultant Jon Fredriksen, because it avoids the Modesto identification that is a Gallo give-away. In fact, a recently intro-

A Commanding Share of the Wine Market

Top 15 wines ranked by volume of sales of millions of cases in the United States in 1996. Gallo wines are highlighted.

Brand	Producer	Type	Sales	Market share
Carlo Rossi	E. & J. Gallo Winery	Table	15.9	7.6%
Franzia	The Wine Group	Table	15.8	7.6
Gallo Label	E. & J. Gallo Winery	Table	12.1	5.8
Gallo Reserve Cellars	E. & J. Gallo Winery	Table	10.2	4.8
Inglennook	Canandaigua Wine	Table	7.8	3.7
Almaden Vineyards	Canandaigua Wine	Table	7.3	3.5
Sutter Home	Sutter Home Winery	Table	6.7	3.3
Robert Mondavi	Robert Mondavi Winery	Table	5.7	2.7
Paul Masson	Canandaigua Wine	Table	3.7	1.8
Beringer	Beringer Wine Estates	Table	3.6	1.7
Glen Ellen	Heublein Wines Group	Table	3.5	1.6
Vendange	Sebastiani Vineyards	Table	3.3	1.6
Richard's Wild Irish Rose	Canandaigua Wine	Dessert	3.1	1.5
Peter Vella	E. & J. Gallo Winery	Table	2.9	1.4
André	E. & J. Gallo Winery	Sparkling	2.7	1.3

Source: Adams Wine Handbook 1997

duced Turning Leaf Reserve line is made at Sonoma instead of Modesto, benefiting from the cachet of the Healdsburg address.

Gallo had little choice. It had largely missed out on the seismic shift of America's wine drinkers from jug wines to varietals.

Gallo, slow to tap into the varietal boom, had come out with some uninspiring brands in the 1980's. It let other big names grab a big slice of that market — particularly the Benziger family with its Glen Ellen line, which it sold to Grand Metropolitan P.L.C.'s Heublein unit in 1993.

But now Gallo is in a hurry to make up for lost time. To help meet demand for its new brands, the recently completed winery in Sonoma just west of Healdsburg is operating 24 hours a day, producing an estimated two million bottles a month. Gallo expects to increase its capacity by 30 percent within the next couple of years in addition to opening three more wineries on the California coast.

The Sonoma winery property, known as the Frei Ranch, is unmarked and surrounded by high fences and guarded gates, as are the immense Gallo wineries in the Central Valley. No tours or tastings, those staples of the California wine business, are offered. The scene is bucolic but a turn in the road reveals a multimillion-dollar plant, probably the most technically advanced in the world, that presses and processes the grapes from Gallo land in Sonoma.

At Frei Ranch, the company has



New York Times

Gallo's Healdsburg labels cash in on the Sonoma County address, while distancing themselves from their cheaper cousins in Modesto.

embraced an ancient tool of the trade that it shunned at Modesto — great wooden barrels for aging the wines — building an underground cellar the size of a football field with room for 60,000 of the casks. A second cellar of the same size is on the drawing board. Gallo buys about 20,000 of the barrels a year for Sonoma, importing most of them from master builders in France at a cost of around \$600 each.

"We buy two-dozen barrels from a cooper and test them before we buy in quantity," said a senior wine maker, Marcello Monticelli. At any time, he said, hundreds of tests involving different wine and barrel combinations are under way.

At least one competitor believes Gallo stepped over the ethical line in pursuit of its marketing ambitions. Last year, Kendall-Jackson Winery Ltd. sued the company for trademark infringement, contending that Gallo's new Turning Leaf label replicated the autumn-leaf logo on its

huge-selling Vintner's Reserve line. A jury decided against Kendall Jackson in March, but the winery is appealing the decision.

In its marketing effort, the company has deployed a small army of third-generation Gallos — 15 in all, out of 20 grandchildren of the founders. Gina, 30, started out in sales, studied wine making at the University of California at Davis and now oversees all wine production at Sonoma. Her brother Matt, 34, is operations manager at the Sonoma properties, and their cousin, Caroline Coleman Bailey, handles marketing. Both Gina and Matt play dual roles. They have become the attractive and highly visible new faces of a company long known for its secretiveness and suspicion of the outside world. Both spend time on the road meeting with sales representatives, wine writers and customers.

Meanwhile, the center of power has shifted to the second generation, who were long overshadowed by Ernest and Julio. Julio was killed in a car accident four years ago at the age of 83, and Ernest, still stricken by the loss, has removed himself from daily operations. He continues to deal with long-range planning, though, and remains an intimidating presence. "He's into every aspect of the business," a Gallo manager said, "and God help you if you can't answer one of his questions."

Now running the show are three second-generation co-presidents: Julio's son Robert, in charge of viticulture and wine making; his son-in-law James Coleman, in charge of production, and Ernest's son Joseph, in charge of sales. A fourth co-president, Ernest's older son, David, died in March of a heart attack at the age of 57.

There was a time when wine makers in Sonoma County and over the mountain in the Napa Valley shrugged off the threat from the Gallos. Now it gives them sleepless nights.

"The Gallos are laying down a challenge with these wines and anyone around who's not up to that challenge would be wise to consider another line of work," said Rodney Strong, the founder of Rodney Strong Vineyards in the Sonoma County town of Windsor, who sold out and retired two years ago.

Gallo has moved into the premium segment while maintaining its dominant position in the twist-off-cap category. The Sonoma winery's annual output of 26.5 million bottles a year is dwarfed by the 388 million bottles of its bread-and-butter Carlo Rossi, Livingston Cellars and the Wine Cellars of Ernest & Julio Gallo labels.

Still, it is the lure of luxury that pumps up the family these days. And they are jumping in in typical Gallo fashion — all out.

Gallo's buying spree in Sonoma has given it eight different properties covering 6,000 acres in one of the most fertile wine growing regions of the country. Among others, it has acquired the old Italian Swiss Colony Asti vineyards for \$11 million and a 1,700-acre cattle ranch once owned by the late actor Fred MacMurray for \$7 million. There, it plans to cultivate about 500 acres of once hilly terrain that it has reshaped to wine-making specifications with immense land-moving machines previously used to build the Alaska pipeline.

"Gallo was slow to get into premium wines, but that's their style," said Mr. Fredriksen of Gomborg Fredriksen, the wine consulting firm in San Francisco. "They watch, they wait, then they jump in and take over. They have no stockholders and they put everything back in the business. They take advantage of their massive economies of scale, and they are very, very aggressive."



Oi this is a wine tasting not a booze-up!



Mary! — Hide the Sherry, the Vicars coming up the drive.

After the International Beer Festival, four brewery presidents decide to go out for a drink. The president of Corona sits down and says "Hey Senor, I would like the world's best, a Corona." The bartender gets a bottle from the back of the cooler, adds a twist of lemon, and gives it to him.

The president on Anheuser-Busch says "I'd like the best in the world, the King, gimme a Budweiser." The bartender passes him a can.

The president of Coors says "I'd like the only one made with Rocky Mountain Spring Water, hit me with a Coors." The bartender opens him a bottle.

The president of Guinness looks at the bartender and says "Will you please pour me a Coke." The bartender is a little taken aback, but pours the ordered Coke.

The other brewery presidents look at him and ask, in unison, "Why aren't you drinking Guinness?" The Guinness president looks suprised and replies "To be sure, if you fellas aren't going to drink beer, then neither am I."

Beer in modern times

Steam engine 1765

With the introduction of James Watt's steam engine, industrialization and rationalization began to invade brewing. The first breweries to use steam power called themselves **Steam Beer Breweries**. Today, one brewery in German still uses the name steam beer.

Beer transportation 1835

The first German railway line was opened between Nürnberg and Fürth. The first goods transported were (otherwise we wouldn't have mentioned it here) two barrels of beer.

Industrial developments did not simply pass over the beer brewers but started to take their effect at the beginning of the 19th century. Two extremely important inventions revolutionized beer brewing. The first, as previously mentioned, was James Watt's steam engine which dramatically increased the efficiency of the breweries. The second, even more important to the brewing industry, invention was by

Carl Linde



In von Linde's time, it had already been scientifically proven that the making of good beer required certain temperatures. The brewing of bottom fermented beer (lager beer), for example, demands temperatures of 4 to 10 degrees Centigrade. Such temperatures occur only in winter, or in deep cellars with the use of large quantities of block ice. Through the invention of refrigeration by Carl von Linde, beer brewing became seasonally independent. Fittingly, the first refrigeration equipment was tested in a Munich brewery.

Louis Pasteur

Considerable scientific research took place in breweries in the 19th century. A famous work from 1876 by Louis Pasteur was "Etudes sur la Biere" (studies concerning beer). Louis Pasteur gained his knowledge of microorganisms from these studies. This basic knowledge is still indispensable today, not only in the production of beverages, but also in medicine and biology. (Everyone knows the word "pasteurized" from the milk cartons in the supermarket.) We owe our knowledge, that the beer witches were the victims of unsanitary work procedures and sloppy brewers, to Louis Pasteur. Another pioneering discovery in beer brewing was the work of





Christian Hansen.

The Danish scientist, Christian Hansen, successfully isolated a single yeast cell and induced it to reproduce on an artificial culture medium. With the ensuing yeast propagation methods, the purity of the fermenting process has been improved and beer taste perfected.

Salvator Battle 1888

Beer and its price have always been of extreme importance to German consumers. The consequences a beer price increase can bring with it were shown in 1888 in Munich when the Salvator battle took place, as citizens violently rebelled against such a price increase.

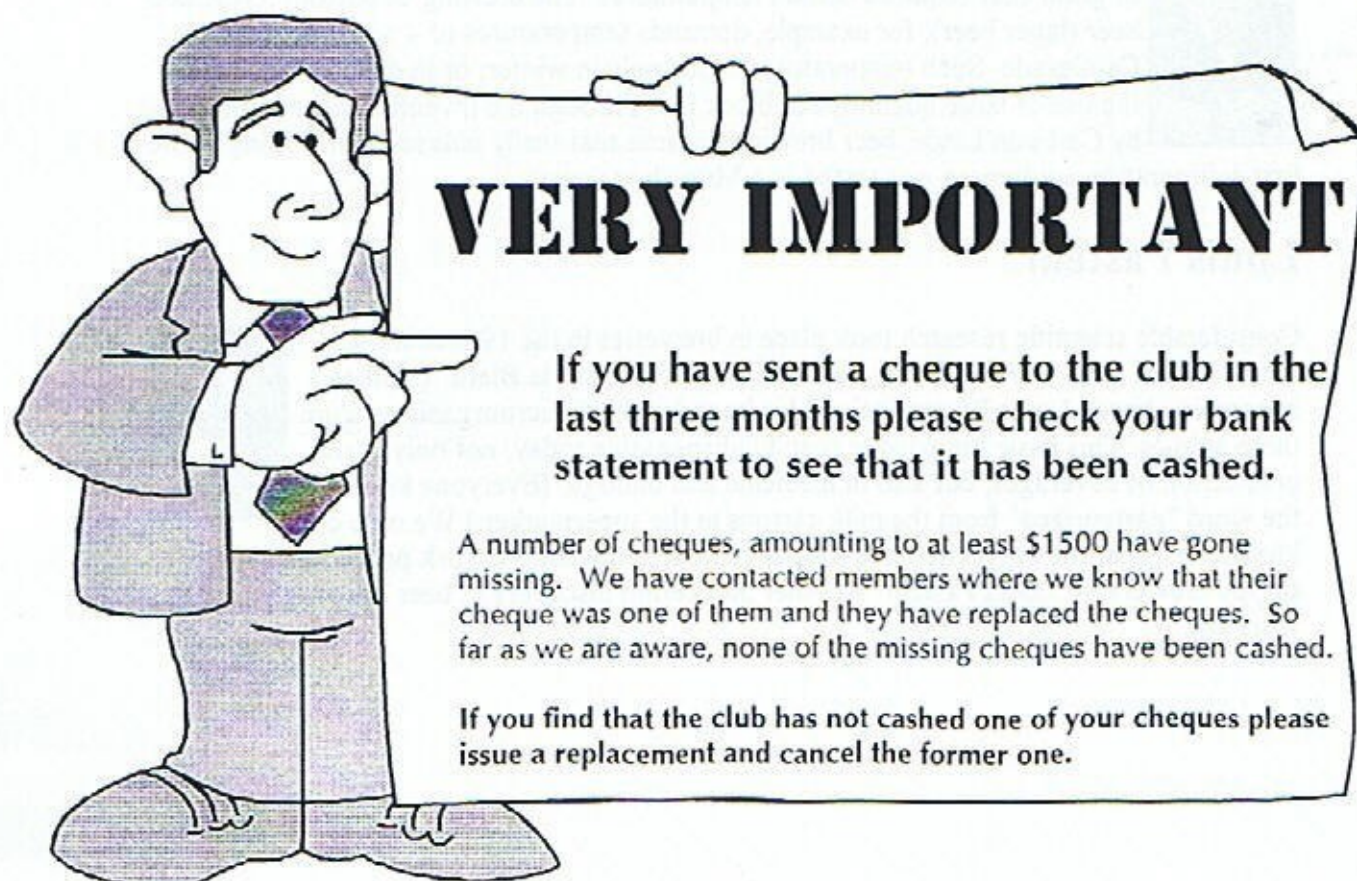
Kegs

Wooden barrels have been almost completely replaced by metal barrels for most pub trade. In 1964 metal kegs were introduced in Germany. Firstly, cleaning and filling was much simpler. Secondly, tapping and closing off was much easier for the bar personnel. This was a big hit with pub and restaurant owners. Kegs are cylindrical, made of stainless steel or aluminum and contain an extractor tube. Some compressed carbon dioxide remains in the keg after closing off to prevent the beer residue from drying out.



Although our "Beer History" has come to an end here, thousands of German brewers and millions of fans of German beer around the world write new chapters every day.

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Jan Butcher - Treasurer



Ken's
Scotch



Ken's
Scotch

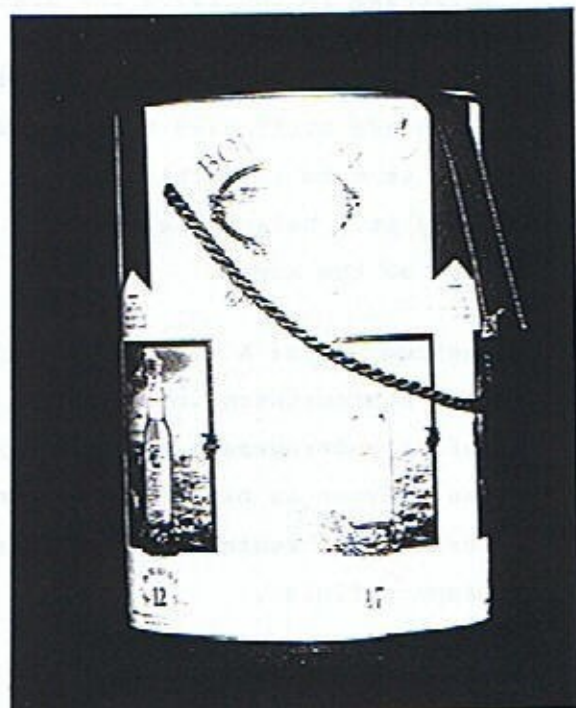


One of the great, great malt distilleries is sited in the village of BOWMORE, "capital" of Islay. The village is in the middle of the island, on the inlet called Loch Indaal.

The Bowmore miniatures shown here are again from MALT MASTERS in Auckland and arrived in time for Christmas. They come in an attractive round cardboard cannister with metal lid and cord handle.

All four minis are your typical straight tall, clear glass. They contain legend, (less than 10yo.) 12 yo., 17 yo. and 21 yo..

Price: \$26.00 subject to availability.
Contact: Mr David Hoyle: ph/fax 09-5280479 Auckland
Dr Eddie Kincaid: ph/fax 03-3589422 Christchurch.



BOWMORE

Category: Islay Malt

Distiller: Morrison's Bowmore Distillery, Bowmore, Islay.

Owner: Morrison Bowmore (Distillers) Ltd' Carlisle St, Glasgow.

Expressions: 12 Years Old (also some rare special bottlings: 1966, 1979)

Bowmore Distillery was established in 1779 by a local merchant, John Simpson.

One of the earliest local distilleries on the island, it was also owner-operated which, at the time, was unusual, since most proprietors on Islay leased out their distilleries. It was later taken over by one James Mutter and his family: Mutter, as well as as being a farmer and distille

had the unlikely role of Ottoman, Portuguese and Brazilian Vice-Consul in Glasgow.

Mutter considerably expanded the distillery, using his own steamship to bring barley and coal to Bowmore and deliver the whisky to Glasgow. Thus the Bowmore name began to travel and demand grew. The family kept the distillery until the 1890s when it was sold and became the Bowmore Distillery Co.

During the Second World War the buildings were used as a coastal command base by the Air Ministry and after a brief spell of ownership by William Grigor & Son of Inverness in the 1950s the distillery was acquired by Stanley P. Morrison Ltd in 1963.

Morrison's rebuilt and renovated many of the buildings, retaining the malting floors which are still used today. Bowmore is a gentle but complex whisky, only a little peat is used in malting. Some claim that its geographical situation on the island gives it a balance between the intense malts of the southern shores and the subtler ones of the north.

Tasting Notes: A much more complex nose than the southern Islay malts, and fuller than the northern cousins. The nose is peaty, but not medicinal; there is a rich toffee undercurrent, some sherry, and a faint floral top note identified as lavender. The flavour is big, sweet and resonant: there are traces of linseed oil and pure turpentine, reminiscent of a painter's studio; a salty tang, some sherry and a peppery finish.

References:

Michael Jackson's Malt Whisky Companion
The Michael Beazley Pocket Whisky Book

Still on the subject of Scotch, the following short article is from Jim Crawford.

Here is something for you Scotch connoisseurs. In 1995 Glenfiddich issued a limited Christmas special consisting of four 50ml miniatures in a metal cases. This special issue is called *CLANS OF THE HIGHLANDS OF SCOTLAND*. Whilst the mini bottles inside the case are identical to what can be bought separately, the cases are very striking. They are each 2" x 2" x 4" and are in black with a gold trim. Each has the Glenfiddich trademark and a full length colour portrait of one of four clansmen, each in their finest tartan.

They clans are (left to right), Clan Murray, Clan Sinclair, Clan Sutherland and Clan Montgomeri.



WHISKY SHOP

PRICE GUIDE ORDER FORM

The whisky shop is Scotland's foremost specialist Whisky stockists. Located throughout the country you'll find a comprehensive range of both blended and malt whiskies. So whether you're a connoisseur or just enjoy a good dram, visit The Whisky Shop.

Classic Malts (6x5cl)	£19.95
Jack Daniels Tins (2x6cl)	£7.50
Orkney Selection (3x5cl)	£9.95
Islay Selection (3x5cl)	£9.95

CASK STRENGTH MINIATURES

All-a-Bhairne 11 Year Old	43%	£4.95
Ben Nevis 27 Year Old	54%	£7.95
Blackrock 11 Year Old	43%	£4.50
Burnnabhairn 16 Year Old	49%	£6.50
Caol Iar 18 Year Old	56.3%	£7.50
Linkwood 11 Year Old	60.8%	£5.95

WHISKIES OF THE WORLD IN MINIATURE!

Black Bush	<input type="checkbox"/>	\$2.95
Bushmills 10 Year Old Malt	<input type="checkbox"/>	\$3.50
Jack Daniel	<input type="checkbox"/>	\$2.35
Jamison	<input type="checkbox"/>	\$2.50
Seagram's Comfort	<input type="checkbox"/>	\$2.35

LIQUEUR MINIATURES

Baileys Irish Cream	£1.95
Columbia Cream	£3.25
Drambuie	£2.85
Heather Cream	£2.50
Glencurret Malt Liqueur	£4.50
Irish Mist	£2.95
Wallace Single Malt Liqueur	£3.50

UNITED STATES GOVERNMENT
PRICE

Aberfeldy 15 Year Old	£4.50
Aberlour 10 Year Old	£3.45
Auchentoshan 10 Year Old	£3.60
Bakervie 10 Year Old	£3.25
Bells 8 Years Old	£1.95
Bernachie	£2.95
Black and White	£3.50
Bosmore 12 Year Old	£3.85
Bruchladdich 10 Year Old	£2.95
Buchanans 12 Year Old	£3.50
Bunnahabhain 12 Year Old	£3.95
Cardhu 12 Year Old	£3.25
Chivas Regal	£3.95
Cragsmore 12 Year Old	£3.50
Dalwhinnie 15 Year Old	£3.75
Deanston 12 Year Old	£2.75
Dimple 15 Year Old	£3.75
Edinburgh Castle	£2.95
Famous Grouse	£1.95
Glendronach 12 Year Old	£3.50
Glenfarchas 10 Year Old	£3.65
Glenfiddich	£3.25
Glenfynzie 10 Year Old	£3.50
Glenkinchie 10 Year Old	£3.75
Glenmorangie 10 Year Old	£3.25
Grants	£1.95
Highland Park 12 Year Old	£3.95
Immortal Memory	£2.75
Isle of Jura 10 Year Old	£2.95
Isle of Skye 8 Year Old	£1.95
Johannie Walker Black Label	£2.95
Johannie Walker Gold Label	£5.95
King George IV	£1.95
Lagavulin 16 Year Old	£3.95
Langs Supreme	£1.95
Laphroaig 10 Year Old	£3.40
Macallan 10 Year Old	£3.50
Monsters Choice	£2.75
Oban 14 Year Old	£3.75
Old Parr 12 Year Old	£4.50
Pigs Nose	£2.50
Rob Roy	£2.50
Sheep Dip	£2.85
Springbank 15 Year Old	£3.50
Talisker 10 Year Old	£3.75
Tannavalin 10 Year Old	£2.95
Tobermory	£3.45

MINIATURE PACKS

A Taste Of The Malts (6x5cl)	£22.00
Balvenie Selection (3x5cl)	£9.50
Bonanza Selection (4x5cl)	£14.95

MAIL ORDER/ENQUIRY FORM

The Whisky shop offers an extensive mail order service. Orders can be placed by telephone, fax or post, payment can be made by personal cheque or by all major credit cards.

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Country:

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please debit my Visa/Access/Amex card:

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Send to: The Whisky Shop of Edinburgh,
Waverley Market, Princes Street,
Edinburgh EH1 1BQ, Scotland, UK.
Tel: 0131-556 5688 • Fax: 01877 331343

The Master of Malt Single Malt Whiskies of Distinction



OVERSEAS PRICE LIST

Effective 1st July 1997



The Master of Malt
independently operates
The Malt Whisky
Association



VARIATIONS ON A THEME Flagons, Decanters, 35cl Bottles, Miniature Sets & Gifts

Code No	Whisky	Age	% Alc Strength	Price
BL02	The Antiquary 70cl	12yo	40	22.95
LIQB2	Atholl Brose 70cl		35	27.50
LIQM2	Atholl Brose 5cl		35	2.95
BLM02	Ballantines 5cl		40	2.25
SIG65	Ben Nevis 70cl	1963	54.2	81.95
IRB01	Bushmills Malt 70cl	10yo	40	22.95
IRM02	Bushmills Malt 5cl	10yo	40	3.15
IRM03	Bushmills Blend 5cl		40	2.25
SIG66	Cambus 70cl	1964	43.8	78.95
SIG67	Cameronbridge (Glass Decanter)	1950	42	141.99
SIG68	Cameronbridge 70cl	1959	53.2	92.99
GRB01	Cameron Brig 70cl		40	17.95
SIG69	Carsbridge 70cl	1965	57.8	71.95
BLB01	Chivas Regal 70cl	12yo	40	29.95
GRB02	Invergordon Grain 70cl	10yo	43	20.85
GRM01	Invergordon Grain 5cl	10yo	40	2.95
GRB02	Invergordon Grain 70cl	7yo	40	11.99
BLM01	Legacy 5cl	12yo	43	1.95
IRB02	Erins Isle 70cl		40	14.85
IRM05	Erins Isle 5cl		40	2.95
IRB03	Jameson's 70cl		40	15.95
IRM01	Jameson's 5cl		40	2.25
VA01	Glenfarris 70cl	8yo	40	14.85
VA02	Glenfarris 5cl	8yo	40	14.85
LIQB01	Glenfarris Malt Liqueur 70cl		35	21.65
LIQM01	Glenfarris Malt Liqueur 5cl		35	2.95
SIG70	North British 70cl	18yo	43	32.95
SIG71	North British 5cl	1964	46	4.75
VA03	Old Rhoadhu 70cl	12yo	40	15.75
VA04	Poit Dhubh 70cl	12yo	40	23.40
VA05	Poit Dhubh 5cl	12yo	46	28.40
IRB04	Tullamore Dew 70cl		40	17.25
IRM04	Tullamore Dew 5cl		40	2.95
AMB01	Wild Turkey 70cl		43	20.75

ISLAY SINGLE MALT MINIATURES

GMM36	CC Ardbeg	1974	40	3.75
SMM30	Bowmore	12yo	43	3.99
SMM31	Bruichladdich	10yo	40	2.55
GMM37	Bruichladdich	1966	52.8	5.80
SMM32	Bunnahabhain	12yo	40	4.50
GMM38	CC Caol Ila	1981	40	3.75
GMM38	CC Caol Ila	1981	63.4	4.35
SMM33	Lagavulin	16yo	43	3.40
SMM34	Laphroaig	10yo	40	3.30
GMM39	CC Port Ellen	1980	40	3.75
GMM40	Port Ellen	1980	63.9	5.20
GMM41	Pride of Islay	12yo	40	3.30

RARE ISLAY MALT MINIATURES

SIGM12	Bowmore	1976	52.6	4.95
SIGM13	Bruichladdich	1979	43	3.95
SIGM14	Bunnahabhain	1979	58.4	4.95
SIGM15	Caol Ila	1974	55.7	4.95
SIGM16	Caol Ila	1983	43	3.95
SIGM17	Port Ellen	1977	58	4.95
SIGM18	Port Ellen	1983	43	3.95

RARE HIGHLAND MALT MINIATURES

SIGM01	Clynelish	1980	43	3.95
SIGM02	Edradour	1976	50.2	4.95
SIGM03	Glendronach	1987	58.5	4.95
SIGM04	Glenugie	1980	43	4.35
SIGM05	Glenurret	1979	43	3.95
SIGM06	Highland Park	1975	43	4.35
SIGM07	Highland Park	1975	52.7	4.95
SIGM08	Isle of Jura	1975	43	4.35
SIGM09	Macduff	1978	43	4.35
SIGM10	Millburn	1979	60.1	4.95
SIGM11	Scapa	1980	43	3.95

Code No	Whisky	Age	% Alc Strength	Price
AMM01	Wild Turkey 5cl		43	2.95
SIG61	Oval Decanter (Glencadam)	1979	43	39.99
SIG62	Stoneware Jugs (Mortlach)	1984	43	34.95
SIG63	Stoneware Jugs (Port Ellen)	1983	43	34.95
SIG64	Half Bottle Set 3 x 35cl		43	39.99
SIGH1	Bladnoch 35cl	1988	43	13.25
SIGH2	Bruichladdich 35cl	1979	43	13.99
SIGH3	Caol Ila 35cl	1982	43	13.50
SIGH4	Port Ellen 35cl	1983	43	13.50
SIGH5	Benromach 35cl	1978	43	13.99
SIGH6	Clynelish 35cl	1983	43	13.25
SIGH7	Glenallachie 35cl	1985	43	13.25
SIGH8	Glendullan 35cl	1984	43	12.50
SIGH9	Highland Park 35cl	1975	43	15.99
SIGH10	Imperial 35cl	1976	43	15.99
SIGH11	Isle of Jura 35cl	1976	43	15.99
SIGH12	Mortlach 35cl	1984	43	12.50
SIGH13	Royal Brackla 35cl	1984	43	12.99
SIGH14	Scapa 35cl	1980	43	13.99
SIGH15	Strathmill 35cl	1984	43	12.99
SMBH1	Highland Park 35cl	12yo	40	12.25
SMBH2	Laphroaig 35cl	10yo	40	13.99
SMBH3	Tullibardine 35cl	10yo	40	11.50
SMBH4	Bunnahabhain 35cl	12yo	40	12.50
SMBH5	Cardhu 50cl	12yo	46	16.85
SMBH6	The Macallan 35cl	10yo	40	11.50
BOW1	Bowmore Gift Drum 4 x 5cl Legend, 12, 17 & 21yo			12.95
BOW2	Bowmore 5 x 20cl Legend, 12yo, 15yo, 17yo & 21yo			44.99
CM	Classic Malt Gift Set 6 x 5cl Classic Malts + Tasting Notes			16.95
GMF	Gordon & MacPhail 3 x 5cl Miniature Set			8.95
GMT	Glenmorangie Gift Pack 5 x 5cl 10, 18 & Wood finishes			15.95
WD5	WD5 Set of 5 rare Master of Malt miniatures			14.95
WD10	WD10 Set of 10 rare Master of Malt miniatures			28.90
WD20	WD20 Set of 20 rare miniatures (Includes 10 MOM)			55.95
WD30	WD30 Set of 30 rare miniatures (Includes 15 MOM)			89.95
WD40	WD40 Set of 40 rare miniatures (Includes 20 MOM)			125.00
GLASS	Master of Malt Nosing Glasses (Set of Six)			7.50
MAP	Laminated Wall Map - Whisky map of Scotland			3.95
HIP4	4oz Stainless Steel Scottish Tartan Hip Flask			17.95
HIP6	6oz Stainless Steel Scottish Tartan Hip Flask			19.95

CAMPBELTOWN SINGLE MALT MINIATURES

SMM13	Springbank	12yo	46	2.95
SMM01	Springbank	15yo	46	3.50
SMM02	Springbank	21yo	46	4.90
SMM03	Springbank	25yo	46	6.30
SMM04	Springbank	30yo	46	9.00

SPEYSIDE SINGLE MALT MINIATURES

SMM35	Aberlour	10yo	40	3.95
GMM42	CC Balmenach	1973	40	3.75
SMM36	Balvenie Founders Reserve	10yo	40	3.30
SMM37	Balvenie Double Wood	12yo	40	3.60
SMM38	Balvenie Single Barrel	15yo	50.4	4.75
GMM43	CC Benriach	1976/82	40	3.75
SMM39	Benriach	10yo	43	3.20
GMM78	Benriach	1982	60.6	4.05
GMM82	Benromach	12yo	40	3.65
GMM44	CC Benrinnes	1969/72	40	3.75
GMM46	CC Capertonich	1968	40	3.75
SMM40	Cardhu	12yo	40	2.85
GMM47	CC Coleburn	1972	40	3.75
GMM48	CC Convalmore	1969	40	3.75
SMM41	Cragganmore	12yo	40	3.30
GMM50	Cragganmore	1978	61	4.60
GMM51	CC Craigellachie	1974	40	3.75
GMM52	CC Dalhousie	1974	40	3.75
GMM84	Dallas Dhu	12yo	40	3.30
GMM53	Glen Avon	8yo	40	3.30
GMM49	Glen Avon	25yo	40	3.99
GMM55	Glenburgie	8yo	40	3.30
GMM56	Glenburgie	1966	57.6	6.30
GMM58	Glen Craig	1970	40	3.75
SMM42	Glenfarclas	10yo	40	3.45
SMM43	Glenfiddich	Unaged	40	2.55
GMM59	Glen Fraser	8yo	40	3.30
GMM60	Glen Grant	15yo	40	3.30
GMM57	Glen Gordon	8yo	40	3.30
SMM44	Glen Keith	1983	43	3.20
SMM45	The Glenlivet	12yo	40	2.60
GMM81	Glen Keith	8yo	40	3.30
GMM62	Glenloch	1979	40	3.30
GMM63	Imperial	1979	40	3.30
SMM58	Knockando	1980	40	3.45
GMM64	Linkwood	15yo	40	3.30
GMM66	Longmorn	12yo	40	3.30
SMM47	Longmorn	15yo	45	3.70
GMM67	Longmorn	1969	61.2	6.99
SMM48	The Macallan	10yo	40	2.85
SMM49	The Macallan	18yo	43	4.80
GMM68	Macphail's	10yo	40	3.30
GMM69	Macphail's	1965	40	5.10
GMM70	CC Mannochmore	1984	40	3.75
GMM71	Mortlach	15yo	40	3.30
GMM72	CC Mosstowie	1970/75	40	3.75
GMM61	Pride of Strathspey	12yo	40	3.30
GMM65	Pride of Strathspey	25yo	40	4.60
SMM50	The Singleton	10yo	40	2.75
GMM74	Smith's Glenlivet	15yo	40	3.30
GMM73	Smith's Glenlivet	1978	60.2	5.35
SMM51	Speyburn	10yo	40	2.75
GMM75	Speyburn	1971	40	3.75
SMM52	Strathisla	12yo	43	3.65
GMM77	Strathisla	1982	40	3.30
GMM76	Strathisla	1972	61.8	6.40
GMM53	Tandru	8yo	40	3.30
SMM54	Tannavulin	10yo	40	3.25

50 YEAR OLD RARE MALT MINIATURES

GMM200	Mortlach	1936	40	39.95
GMM201	Macphail's	1937	40	39.95
GMM202	Pride of Strathspey	1937	40	39.95
GMM203	Macphail's	1938	40	39.95
GMM204	Mortlach	1938	40	39.95
GMM205	Pride of Strathspey	1938	40	39.95
GMM206	Macphail's	1938	40	39.95
GMM207	Mortlach	1939	40	39.95
GMM208	Pride of Strathspey	1939	40	39.95
GMM209	Old Elgin	1940	40	39.95
GMM210	Smith's Glenlivet	1940	40	39.95
GMM211	Macphail's	1940	40	39.95
GMM212	Smith's Glenlivet	1946	40	39.95
GMM213	Macphail's	1946	40	39.95

RARE SPEYSIDE MALT MINIATURES

SIGM21	Aultmore	1980	43	3.95
SIGM22	Aultmore	1985	60.4	4.95
SIGM23	Benromach	1978	43	3.95
SIGM24	Benrinnes	1974	43	3.95
SIGM25	Braes of Glenlivet	1979	43	3.95
SIGM26	Braes of Glenlivet	1979	59	4.95
SIGM27	Dufftown	1979	43	3.95
SIGM28	Dufftown	1980	55.7	4.95
SIGM29	Glendullan	1984	43	3.95
SIGM30	Glenlivet	1968	51.6	4.95
SIGM31	Imperial	1976	43	4.35
SIGM32	Inchgower	1979	43	4.35
SIGM33	Linkwood	1984	43	3.95
SIGM34	Linkwood	1984	59.7	4.95

LOWLAND SINGLE MALT MINIATURES

SMM56	Auchentoshan	10yo	40	2.60
GMM79	Bladnoch	1985	56.8	3.55
SMM57	Glenkinchie	10yo	43	3.30
GMM54	Inverleven	1979	40	3.30
GMM24	Kincaid	1966/67	40	3.75
GMM80	Pride of Lowland	12yo	40	3.30
GMM34	Rosbank	1984/88	40	3.75

RARE LOWLAND MALT MINIATURES

SIGM19	Auchentoshan	1981	43	3.95
SIGM20	Littlemill	1984	43	3.95

HIGHLAND SINGLE MALT MINIATURES

GMM01	CC Aberfeldy	1975/77	40	3.75
GMM02	Ardmore	1981	40	3.30
GMM04	Balblair	10yo	40	3.30
GMM03	CC Banff	1974	40	3.75
GMM45	CC Benromach	1972	40	3.75
GMM06	Brora	1972	40	3.75
GMM05	Clynelish	12yo	40	3.30
GMM07	Dallas Dhu	12yo	40	3.30
GMM08	CC Dallas Dhu	1971	40	3.75
SMM05	Dalmore	12yo	43	3.95
SMM06	Dalwhinnie	15yo	43	3.45
GMM09	CC Dalwhinnie	1970	40	3.75
SMM07	Deanston	12yo	40	3.35
SMM08	Edradour	10yo	40	4.35
GMM10	CC Glen Albyn	1972	40	3.75
GMM11	CC Glencadam	1974	40	3.75
SMM11	Glendronach Traditional	12yo	40	3.25
GMM12	CC Glen Esk	1982	40	3.75
SMM09	Glen Garioch	15yo	40	3.10
SMM12	Glengoyne	10yo	40	2.60
GMM13	CC Glenlochry	1974	40	3.75
GMM14	CC Glenlossie	1974	40	3.75
GMM17	Glenury Royal	12yo	40	3.30
GMM15	CC Glen Mhor	8yo	40	3.30
GMM16	Glen Mhor	1979	66.7	4.85
SMM16	Glenmorangie	10yo	40	2.95
SMM14	Glenmorangie	18yo	43	4.95
SMM10	Glen Moray	12yo	40	2.65
SMM15	Glenurret	12yo	40	3.95
SMM18	Glenurret	15yo	40	4.55
SMM17	Glenurret	18yo	40	4.95
GMM18	Highland Fusilier	8yo	40	3.30
GMM19	Highland Fusilier	12yo	40	3.30
GMM20	Highland Fusilier	15yo	40	3.30
GMM21	Highland Park	8yo	40	3.30
SMM22	Highland Park	12yo	40	4.60
GMM22	Highland Park	1984	58.6	3.75
GMM23	Inchmurrin	10yo	40	4.05
SMM23	Isle of Jura	10yo	40	2.65
GMM25	Ledaig	1974	43	5.95
GMM26	CC Macduff	1975	40	3.75
GMM27	CC Millburn	1972	40	3.75
GMM28	CC North Port Brechin	1974	40	3.75
SMM24	Oban	14yo	43	3.20
GMM29	Old Elgin	8yo	40	3.30
SMM25	Old Fencraig	10yo	40	3.95
GMM30	Old Pulteney	8yo	40	3.30
GMM31	Pride of Orkney	12yo	40	3.30
GMM32	Royal Brackla	1972	40	3.75
GMM33	Scapa	1985	40	3.30
SMM26	Talisker	10yo	45.8	3.45
GMM35	Tomatin	1964/68	40	3.75
SMM27	Tomatin	10yo	43	2.95
SMM28	Tullibardine	10yo	40	2.45

ODD SPOT

FROM NEW SCIENTIST MAGAZINE



Sparkling wine or beer poured into a dry glass froths up. If the glass is wet this does not happen. Pour some sparkling wine into a glass so that it froths up to the rim, let the bubbles subside and you can then pour the rest of the wine quickly, knowing it will not froth over the top. Why?



Beer, sparkling wine and other fizzy drinks are liquids which are supersaturated with gas. Although thermodynamics favours the gas bubbling out of the dissolved state, bubble formation is unlikely since bubbles must start small. The pressure of these tiny bubbles can reach about 30 atmospheres in a bubble only 0.1 micrometres in diameter.

Because the solubility of gases increases with increasing pressure (Henry's law) the gas is forced back into solution as quickly as it comes out. Bubbles can form around dust particles, surface irregularities and scratches. These nucleation sites are hydrophobic and allow gas pockets to grow without first forming tiny bubbles. Once the gas pocket reaches a critical size, it bulges out and rounds up into a properly convex bubble whose radius of curvature is sufficiently large to prevent self-collapse.

In addition, there is a cascade effect. If the quantity of bubbles reaches a certain critical number per unit volume, this in itself constitutes a physical disturbance and results in the release of yet more bubbles.

Nucleation may be precipitated by a variety of imperfections. Minute crystals of salts (such as calcium sulphate) may remain if the glass has been left to dry by evaporation after being washed in hard water. Tiny cotton fibres may be left behind if the glass has been dried with a tea cloth. Dust particles may have settled on the glass if it has been left standing upright for any length of time. And tiny scratches will be present on the inside surface of all but brand-new glasses.

Once the inside of the glass is wet, any salt crystals will have dissolved and any cotton fibres will no longer function as centres of nucleation. Most of the dust particles and all of the scratches will, of course, still be there. However, these will have been coated with liquid and the fresh carbonated liquid can only reach them very slowly, by diffusion. Bubbles will still be produced, but at a rate that is too slow for the cascade effect to come into play. As a result, the drink will not froth over.

To demonstrate the above, take a glass, and thoroughly coat the inside with an oil, which is a more efficient surface covering agent than water. Then add a less expensive carbonated drink such as lemonade. The effervescence will be nil or minimal. Add a few million centres of nucleation from a large spoonful of granulated sugar and the effervescence will be volcanic.

Makers Mark Bourbon

The following is an extract from The Book of Bourbon by Gary & Mardee Regan.

I have chosen Maker's Mark because that is where Jackie and myself bought the book and because both Ian & June Butcher (who also visited Makers Mark this year) and ourselves agree that it was the best tour provided by the bourbon distilleries.

The book is full of information on each distillery including their history, what brands they make, tasting notes etc. There is an overview of the whole industry (did you know that there were only 12 Bourbon Distilleries?), an industry history, a section on bourbon cocktails and even one on cooking with bourbon. The book is recommended to anyone with a love of bourbon, or who, like me, is fascinated by the booze trade.

Maker's Mark Distillery

Address: Maker's Mark Distillery

Loretto, Kentucky 40037

Phone: 502 865 2099

Tours: Yes, call for details.

Getting There: From Bardstown: Go east on Stephen Foster (US 62) to state route 49; turn right and follow 49 into Loretto. Follow state route 52 to Star Hill Farm—you can't miss the signs.

Master Distiller: Steve Nally

Note: The Maker's Mark label spells the word "whisky," without the *e*.

Straight Whiskey

Maker's Mark Bourbon

Mashbill (actual): corn 70%, wheat 16%, barley malt 14%

Production Notes: A small spring on the property provides the water used to make Maker's Mark Bourbon; this same water is demineralized and used to bring the aged whiskey down to bottling proof. Since the flow of the spring is barely enough to meet demand, all other water used for any purpose at Maker's Mark is pumped in, at considerable expense, from the local water supply. The grains are cooked, along with some backset (sour mash), at atmospheric pressure, using the traditional three-step method. The cooked mash is transferred to the fermenters (some cypress and some stainless steel), where more backset is added, totaling 32 percent of the entire mash.

The yeast strain used at Maker's dates to pre-Prohibition days, making it one of if not the oldest yeast strain currently being used by any distillery. It is propagated using the traditional dona-tub method along with some hops that add to the character of the bourbon. The fermented mash is pumped to the beer still, and the resultant low wines leave the still at 120° proof. They are condensed before being added to the doubler for the second distillation, and the high wines leave the doubler at 130° proof. The new spirits are then diluted to 110° proof—with the demineralized version of the same spring water that was used to make the mash—before being put into #3 char barrels for aging.

The barrels for Maker's Mark are made entirely from wood that has been air-dried for one full year—a considerable addition to production costs. Bill Samuels Jr. notes that "it



reduces the astringency of the tannins in the wood." Each barrel is rotated in Maker's Mark's unheated three-to-seven-story warehouses so that every barrel of whiskey spends time in the relative heat of the top floors and the cooler temperatures lower down. The distillery prefers to allow natural seasonal temperature variances to expand the whiskey into and out of the red layer, where it gains color and flavor. After aging, the bourbon is filtered at room temperature before being brought down to bottle proof (again with the demineralized spring water used to dilute it for aging). When running at full capacity, the Maker's Mark Distillery can produce only 38 barrels of bourbon—just two small batches—a day.

- Bill Samuels Jr. drinks his Maker's Mark on the rocks with a splash of water—or in a Manhattan cocktail.
- Steve Nally drinks his Maker's Mark on the rocks with a splash of water.

ABOUT THE BRAND

Maker's Mark, a wheated whiskey, is the most popular bourbon in Kentucky, where it is known on a first-name basis as "Maker's." This distillery is now owned by Hiram Walker & Sons, Inc., but luckily, production remains in the hands of Bill Samuels Jr., president of Maker's Mark—head of the family that started the brand and one of the most colorful characters in the bourbon business.

Most bourbon drinkers could look at a silhouette of a bottle of Maker's Mark and name it on the spot. The long-necked, square-based shape is distinctive, as is the red wax that seals the cap. Each bottle is hand-dipped; even the labels are handmade—printed on an old press at the distillery and cut by a manually operated machine. The label bears the family logo, designed by Bill Samuels Sr.: the S stands for Samuels, the star denotes the Star Hill Farm distillery site, and the IV was supposed to denote the number of generations of Samuels who have made whiskey in Kentucky. Therein lies a tale: "That's my father's dyslexia at work," Bill Samuels Jr. jokes. "He started measuring with my great-great-grandfather, who was the first distiller in our family to register with the Secretary of State—he had no idea that a few generations before him had been whiskey men." Bill researched the family tree and found that he was actually the seventh generation of whiskey distillers in the family. The logo, however, was already established by that time. The label on the regular bottling of Maker's also extends an invitation to visit the distillery—it's a National Historic Landmark that's well worth seeing.

The V.I.P. Maker's Mark contains the same bourbon as the regular bottling, but the packaging is very special: When you buy this whiskey, the retailer will make arrangements for a special label to be printed bearing the name of the person of your choice—or you can use the order form that comes in the box. The design of the sleek but simple eight-faceted bottles was inspired by a late-nineteenth-century bourbon bottle that resides in the Oscar Getz Museum of Whiskey History in Bardstown. After being filled, each bottle has its neck dipped in gold sealing wax, and the front is emblazoned with a hand-stamped rendition of the Maker's medallion.

HISTORY

The history of the Samuels family in Kentucky dates to the spring of 1780, when Robert Samuels, a young officer in the Pennsylvania militia, moved to Kentucky to farm and make whiskey. Since Kentucky, at that time, didn't yet require distillers to register as such, no records exist to prove that Robert actually operated a still on his farm. However, he was registered as a distiller in Pennsylvania in 1779 and 1780, so chances are excellent that he fired up the old stills when he came to Kentucky. Records also show that Robert was an expert at valuing distillation equipment for estates, so it's fairly certain that he knew his business well.

William Samuels, Robert's son, was most certainly a whiskey man, but it was his son, Taylor William Samuels, who established the family's first commercial distillery in Deatsville, in 1844. Fifty-two years later, in *The Nelson County Record*, T.W. Samuels was recognized as being "in the business longer than any man who ever made whiskey within the confines of old Nelson [County]." By that time, Samuels' whiskey was being sold throughout the country, and his warehouses had a capacity of a whopping 14,000 barrels. This man was also Nelson County's largest landowner and served four terms as its High Sheriff.

Taylor's son, William Isaac Samuels, was named superintendent of the distillery in 1866 and also held various titles and posts in Nelson County; he was president of the Nelson County Agricultural and Fair Organization and president of the Bardstown and Shepherdsville Turnpike Company, and in 1895, he was elected president of the Kentucky Swine Breeders Association. The distillery passed into the hands of Leslie Samuels when his father (William Isaac) died in 1898, and he ran the business right up until Prohibition began in 1920.

When Prohibition ended in 1933, Leslie Samuels reorganized the company, built a new plant in Deatsville and reopened the T.W. Samuels Distillery. The business passed on to his son, T. William Samuels, who ran it until he retired in 1943 and sold the distillery. But after so many generations of Samuels in the whiskey business, bourbon must have been in T. William Samuels' blood. He reentered the business just 10 years later when he bought a small distillery in Loretto. This plant had been established in 1805 by Charles Burks and was operated by his grandson in the late nineteenth and early twentieth centuries. Although it had been in operation at various times and under various ownerships since 1937, the place was pretty ramshackle and in need of far more than a coat of paint. T. William Samuels wasn't in the habit of doing anything by halves. He lovingly restored every square inch, and he did it with so much attention to historical detail that the distillery became a National Historic Landmark.

T. William named the plant the Star Hill Distillery after his family farm in Bardstown, and he began producing Maker's Mark Bourbon. The bourbon got its name when T. William's wife, Margie Samuels, a collector of pewter, noted that every piece in her collection bore the hallmark of its maker. It signified to her that whoever made something they were proud of put their "maker's mark" on the product. Margie was also responsible for the bottles' necks being hand-dipped in wax; apparently, Margie was an avid collector of more than just pewter, and her accumulation of old Cognac bottles inspired the signature red wax on Maker's Mark Bourbon.

When T. William Samuels reentered the business, he brought with him the strain of yeast he had used back at the old distillery, along with some definite, if individual, ideas about how bourbon should be made. He consulted Pappy Van Winkle at the Sitzer-Weller Distillery, and to this day, Bill Samuels Jr. gives Pappy credit for helping his father arrive at the distinctive recipe (one of the handful of bourbons that uses wheat instead of rye grain) that is now used by Maker's Mark.

Maker's Mark Distillery still has a "Quart House," a small building where whiskey from the distillery was sold at retail, a toll house and two bonded warehouses that date to the nineteenth century. The old Burks family residence, another building that was restored by the Samuels family, looks down on the distillery from a small hill across the way. The entire operation is situated in an idyllic setting in Kentucky's Marion County. Although Hiram Walker & Sons bought the business in 1981, operations are still very much under the control of Bill Samuels Jr., who joined the company in 1967 and became its president in 1975.

TASTING NOTES

Maker's Mark, 90°

Nose: Honey, raisins, dates, butter and a piquant high note to balance the experience.

Mouth: A huge, soft body full of honey, vanilla, butterscotch, oak, dark berries and a hint of leather. The finish is long, warm and soothing. Among our handwritten notes appeared the phrase "well manicured."

Overall: One sip of this bourbon tells you what all the fuss is about and why Maker's Mark has developed a cult following over the years. All of the time and money that this distillery puts into rotating its stock pays off with a whiskey that shows a true maturity. Drink Maker's however you wish—it is at home in a snifter, comfortable on ice and perfect for lush Manhattans. If this is your "around the house" bourbon, your neighbors should be very impressed.

Maker's Mark Limited Edition, 101°

Nose: Honey, raisins, butter and a hint of dark spices.

Mouth: A huge round body, similar to the 90°-proof bottling but a little spicier, with hints of cinnamon and nutmeg to balance out the oak, honey, butterscotch and vanilla. The finish is long and warm.

Overall: Another well-crafted whiskey from Maker's. Once again, the maturity shines through in the form of a perfectly balanced bourbon that's rich, lush and sophisticated. Drink this bottling however you wish—in a snifter, on ice or in a very stylish Manhattan. Try adding a couple of drops of hot water to this bourbon and serving it after dinner—it's an old Samuels family "trick."

Maker's Mark Select, 95° (for export only)

Nose: Vanilla, honey, dates and butter—just a hint of leather.

Mouth: A huge round body, and whereas the nose shows sweeter notes than the previous two bottlings, the palate reverses and shows itself to be spicier with hints of mint (or is it eucalyptus?) to balance out an underlying fruitiness. The finish is long and warm, again showing a hint of mint.

Overall: It's a shame that this whiskey is available only for the export market, since it seems to show another side of Maker's Mark's craftsmanship. We believe that this whiskey is a little older than the previous two bottlings, and although no bottlings of Maker's bear an age statement, reliable, independent sources tell us that all of the bottlings contain whiskey that's five to six years old. This one seems older still. If you purchase this bottling when traveling overseas, reserve it for a snifter or for making the most marvelous mint juleps.



South Island Meeting



Trevor Harvey - Gary Williams - Alan Popham - Robin Mellish - Eric Sutton

This unlikely looking bunch took things into their own hands and held a meeting of South Island members in June. What's more, it's not the first time! What's to become of the club if members MEET each other?

Seriously, this meeting is at "The Old School Bar" otherwise known as Eric Sutton's bottle room. Eric decided to make this the official bar opening.

Eric writes. "I have been collecting bar gear for quite some time so that I could set up the bar and feature my mini bottles. NZ Breweries and Dominion Breweries were very supportive and gave me some old beer taps, advertising etc. They also put me onto other people who they thought might be of help. One particular gentleman in Kaianga gave me six different beer taps.

The hotel publican at Jackson's Hotel on the West Coast is a friend of ours. He was also very supportive and introduced Cheryl and myself to two West Coast publican friends of his. One was the publican at the Railway Hotel in Hokitika. He gave us a complete set of Monteiths beer taps. I had already approached Monteiths Brewery in Greymouth and they were asking \$90 each for them.

The other publican was from the Woodstock Hotel, just out of Hokitika. He gave us some old miniature bottles, pub gear, advertising etc. At one stage I thought he was going to give us the shirt off his back!

I think that the publicans responded so well because they could relate to what I was doing. I always carry photos and find these very helpful as people often do not believe until they see. My contribution to them is to recommend their pubs to friends and fellow club members. All are good places for a quiet drink."

Date, Time & Place of Meetings

SUNDAY at 2.00pm unless otherwise stated

19th October Butcher's, 60 Discovery Drive, Whitby

16th Nov. **SUN. - Pot Luck LUNCH + Swapmeet**

11.30am at the Lynches
51 Maxwell Avenue, Wanganui

16th Nov. 44 Basingstoke Street, Wainoni, Christchurch 7

13th or 20th December **SATURDAY - Christmas Meal**

18th January **BBQ LUNCH**

11.30am at the Goodman's
Settlement Road, P.O. Box 125, Te Horo

14/15th February **Patea Weekend & AGM**

If you wish to host a meeting in 1998 please let the club know ASAP and we will accommodate you in the schedule - overseas members need not apply!



Welcome New Member

Bill Maddren

14 Ashton Terrace, Castlecliff, Wanganui

(06) 344 3298



Club Publicity Card etc.

All NZ members (except those who were at the September meeting in Palmerston North) will find two club publicity cards enclosed with this edition of miNiZ. Members at the September meeting took theirs (usually more than 2) and have already been putting them in bottle stores and antique shops that sell minis. It is several years since we have done this. I have found the shopkeepers to be very helpful, not one that I have approached has refused.

On the subject of the September meeting, I have to thank our first time hosts, Kevin & Glenys Hewetson. The meeting was exceptionally well attended, many new bottles were shown and a good number of bottles changed hands.



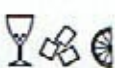
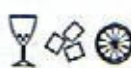
Above is an invitation for members to let us know if they want to hold a meeting in 1998. The South Island members have got themselves together and held three meetings so far this year. What about you members in the Waikato and Auckland doing the same thing? The more we meet, the more the enthusiasm is kept up.

Accompanying this issue of miNiZ is a copy of the Club Address List. You will note that we are now including fax and E-Mail addresses on this. If you have either, or both, and would like them included on the list, please drop us a line.

Cocktails of the Season

MINI BOLS RECIPES – MINI BOLS RECETTES – MINI BOLS REZEPTE – MINI BOLS RECETAS – MINI BOLS RICETTE

BLUE LAGOON	APRIL LOVE	BULLDOG	BALENCIA	ELEGANCE
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Wine glass	Tall glass	Tall glass	Wine glass	Wine glass
Shattered ice	Ice cubes	Ice cubes	Ice cubes	Ice cubes
Blue Curacao	Apricot Brandy	Cherry Brandy	Creme de	Parfait Amour
Vodka	Bitter Lemon	Dry Gin	Bananes	Bitter Lemon
Lemonade		Bitter Lemon	Orange juice	
Teaspoon of single cream poured over the surface				
				

ROYAL DISTILLERIES ERVEN LUCAS BOLS AMSTERDAM HOLLAND

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## THE MINIATURE BOTTLE COLLECTOR

Is the only international magazine devoted to miniature bottle collecting. It is published six times per year. We recommend this publication to our members and arrangements have been made for payment in New Zealand. Cost is as follows:

|                  |                                      |                                        |                                         |
|------------------|--------------------------------------|----------------------------------------|-----------------------------------------|
| Mainland USA:    | 1 year, 3 <sup>rd</sup> class US\$18 | - 1 year, 1 <sup>st</sup> class US\$22 | - 2 years, 3 <sup>rd</sup> class US\$34 |
| Alaska & Hawaii: | US\$22                               | Canada:                                | US\$24                                  |
|                  |                                      | Europe & Asia:                         | US\$30                                  |

For above payment to: Brisco Publications, P.O. Box 2161, Palos Verdes Peninsula, CA. 90274, USA

New Zealand & Australia: US\$30 per annum - Payment can be c/o: PNMBC, P.O. Box 384, Wellington, New Zealand

The miniature bottle collector is also on the Internet at: <http://bottlecollecting.com/>