



# WHISKY LIVE

## SINGAPORE

2011

**For Immediate Release**

**World's premier whisky sampling show Whisky Live returns for its second instalment with new venue and features!**



*Singapore, 6 April 2011* - Taking its cue from last year's sold out event, La Maison du Whisky, organiser of Whisky Live, an international whisky tasting and sampling show; returns with a bigger venue and added whisky appreciating components. This year's Whisky Live taking place on 16<sup>th</sup> of May, promises a more extensive showcase of whiskies from all over the world in a brand new venue, One on the Bund at The Fullerton Bay Hotel.

Whisky Live gives you the unique opportunity to sample the greatest whiskies in the world, whilst mingling with the producers and distillers, marketers and brand ambassadors. In addition to learning about the world of whisky, you will be able to sample rare and sought-after whiskies and meet the stars of the industry.

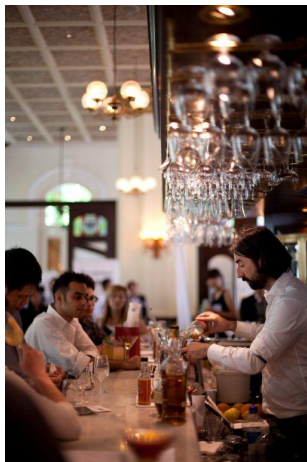
According to general manager Jeremy Moreau, "We have a strong whisky culture here in Singapore, most of our visitors are regular consumers of whisky, they will be able to meet the names behind the brands at Whisky Live, all under one roof."



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This year's Whisky Live will see added components to enhance the event experience. Besides the mainstay of whisky, premium spirits exclusively distributed by La Maison du Whisky will be showcased via 2 specially created *cocktail bars* within the venue. The finest rums from the Caribbean, exquisite new style gins from Germany, tequila aged in whisky barrels, Polish vodkas and exquisite eaux-de-vies will be available for those curious about cocktails and cocktail culture. Of particular highlight, exclusive AOC premium rums from Guadelupe will be available for tasting for the first time to the public.

### **Chocolate Bar**

Whisky and chocolate go hand-in-hand and are a delight to have when imbibing the finest whisky, boutique chocolatier Laurent Bernard returns this year to Whisky Live with more whisky infused chocolates and exciting creations to arouse the senses.

### **Whisky Live Masterclasses**

Want to be able to tell the difference between a 12, 15, 21 year-old scotch? Or how to discern cask finishes? Visitors interested in learning the finer art of whisky appreciation can sign up for master classes by brand ambassadors during the show. Whisky Live master classes are lively, engaging and educational, a must - attend for those seeking to improve their knowledge on the water of life.



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Visitors to Whisky Live will be able to sample products by some of the most well-established distilleries in the world, including Glenlivet, Glendronach, Glenmorangie, Nikka and Bunnahabain.

Whisky Live prides itself on showcasing the finest whiskies and a range of education and entertainment to make learning about whisky both fun and stimulating. Whether you are from the trade, a whisky enthusiast, an uninitiated newcomer or just looking for a day out that offers you something different Whisky Live has something for everyone.

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*La Maison du Whisky is the organiser of world's premier whisky tasting and sampling show **Whisky Live** taking place in London, Glasgow, Dublin, Paris (also organised by La Maison du Whisky), New York, Tokyo, Seoul, Johannesburg, New Delhi, Sydney, Singapore.*

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**Date: Monday 16th May, 2011**

**Opening times**

12pm to 5pm (trade customers), 6pm to 11pm (public)

**Location:** One on the Bund, The Fullerton Bay Hotel

**Tickets**

**Trade customers:** from 12pm to 5pm (by invitation only)  
- free (6pm to 11pm)

**Public:** from 6pm to 11.00pm (with ticket) - 75SGD

**Masterclasses:** 2pm, 4pm, 8pm, 9.30pm.

***BOOKING & RESERVATION***

• **Sistic**

[www.sistic.com.sg](http://www.sistic.com.sg)

Sistic hotline (+65) 6348 5555

29 Sistic authorized agents in Singapore, 3 in Malaysia, 3 in Indonesia & 1 in Macao

• **La Maison du Whisky**

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80 Mohamed Sultan Road

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Tel : + 65 6733 0059

[www.whisky.sg](http://www.whisky.sg), [www.whiskylive.com](http://www.whiskylive.com)

## **About La Maison du Whisky**

Established in 1956, La Maison du Whisky is an independent family-owned company that started its trade over 50 years ago importing the first blended scotches (Chivas Regal, Johnnie Walker, Vat 69, Dewars etc) into the French market.

In 1961, La Maison du Whisky opened its first specialised boutique in Paris and started to introduce “pure” and single malts (Glen Grant) to the market. Its Parisian clientele soon acquired a taste for more exclusive and hidden brands, leading to expand the whisky range to 40 whiskies in 1966 and to open a second specialised boutique in 1968, La Maison du Whisky, 20 rue d’Anjou, Paris (8)

This particular boutique soon became the place where you could find unique single malts such as: Glenfiddich, Macallan, Lagavulin, Springbank, Glenmorangie, Laphroaig. In the early 1970s, La Maison du Whisky decided to take its clientele one step further into the discovery of the world of whisky by introducing bottlings from independent bottlers Gordon & MacPhail and Signatory Vintage later on.

Today, La Maison du Whisky imports and distributes more than a thousand different whiskies from all over the world: Scotland, Ireland, Wales, USA, Japan, India, France and many others; offering the most comprehensive range of whiskies from single malts to blended malts, single grain, blends, pure pot stills, bourbons, ryes, corns, Tennessee whiskeys, vintages that go back to 1936 and also a large choice of cask strength and single casks whiskies.

Through the years La Maison du Whisky maintained and developed strong partnerships with many producers and independent bottlers of prestigious brands such as Bladnoch, Blanton’s, Edradour, Penderyn, Redbreast, Gordon & MacPhail and Signatory Vintage.

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## ABOUT ONE ON THE BUND

### DISCOVER OLD SHANGHAI GLAMOUR

Nestled in the historic Clifford Pier along the waterfront charm of Marina Bay, **One on the Bund** is named after the embankment in Shanghai that evokes colonial glamour, and present day vitality and modernism.

Like soldiers guarding their humble ground, two impressive giants stand right at the entrance making the grand debut. Walking down the majestic 10,000 square feet aisle, one will be greeted with the distinctive heritage of high-ceilinged roof comprising concrete arched trusses in a delighted 'riband' form, which was originated from the mastermind, Chief Architect of Public Works Department, Frank Dorrington in the 1930s.

Embracing the near perfect geographical view and the strong cultural background, **One on the Bund** has quickly become one of the top venues for companies to hold their annual functions, parties or launches. From famous F1 parties to serious corporate functions, from annual company dinner and dance or gala dinner to welcome cocktail receptions for overseas expatriates, One on the Bund works into the finest details with companies to create their dream parties. Every individual event is customized to the needs of the organizers, making it unique and memorable.

With its internationally-acclaimed chef at the helm, an exciting array of unexpected culinary wonders of Chinese cuisine, progressive and dynamic décor, and a magnificent view to match, the new **One on the Bund** promises to be the ideal destination for an unparalleled dining experience!

[www.wws.com.hk](http://www.wws.com.hk)