

The Science and Commerce of Whisky.



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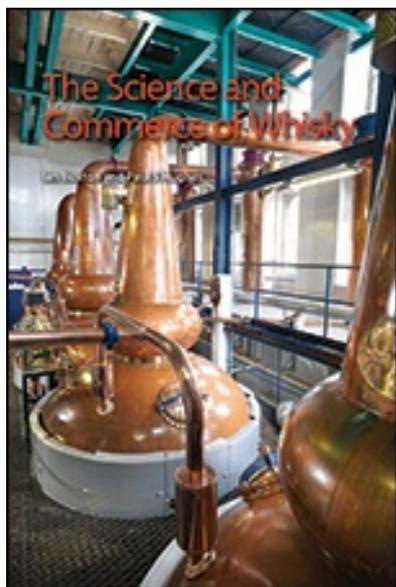
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The Science and Commerce of Whisky



Ian Buxton (Author), Paul S Hughes (Author)

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Synopsis

Worldwide - whisky has never been in better shape. Despite the recession, new distillation capacity is being added at a record pace and new consumers in new markets are entering the arena. Distillers are experimenting with new finishes, packaging and marketing techniques and amongst consumers there is a hunger for knowledge and informed commentary. The Science and Commerce of Whisky is written by two acknowledged authorities in the area and fills a significant gap in the literature. It will provide a uniquely authoritative overview of a developing and dynamic sector reflecting best current practice and combine this with a historical perspective, production expertise and insightful, expert market and marketing commentary. The style is readable and accessible and will appeal to undergraduates on appropriate degree courses, industry and craft practitioners and the many whisky enthusiasts around the world.

Author Information

Ian Buxton is a noted commentator and writer on whisky, author of *101 Whiskies to Try Before You Die* and a number of other popular books. He is a former Marketing Director of a leading single malt Scotch and created the World Whiskies Conference. He continues in consultancy and publishes regularly.

Paul Hughes is professor of brewing and distilling at Heriot-Watt University, Edinburgh, where he has been since 2005. Whilst Paul's background is predominantly in the brewing arena, he gives courses regularly on the science and technology of whisky production, both in the UK and overseas. He also supervises a number of industrially-sponsored research studentships in whisky and also manages several contract research projects. Paul has an active research programme on aspects of whisky and other spirits and has the diploma in brewing awarded by the Institute of Brewing and Distilling.

Reviews

"The authors have clearly put much effort into this book... I enjoyed the book almost as much as I enjoy whisky. I imagine it will also be enjoyed by many chemists with no taste for whisky. Fascinating stuff from cover to cover."

Source : Chromatographia (2014) 77:1733-1734

"Sometimes, you come across a book that's so comprehensive that it's worth shouting about. The Science and Commerce of Whisky, by Ian Buxton and Paul S Hughes, is one of those books." "A fascinating book that can be engaged with on numerous levels, even if you aren't a student of distilling." "Pop it on the shelf and consult it from time to time over the coming years." "This might be the only whisky book you'll ever need."

Source : <http://malt-review.com/2014/08/01/book-review-the-science-and-commerce-of-whisky/>

"A very comprehensive book, researched and exciting to read." "The entire journey between barley and the final product is explained with a host of scientific details." "A clear and understandable explanation of the elements of marketing is also present in this book that I consider essential for a good understanding of the phenomenon whisk(ey)."

Source : <http://www.whisky-distilleries.info>

"This book is a fascinating and easily accessible study of what goes on "behind the scenes" at distilleries around the world."

Source : www.moippai.com

"there's enough here to keep a brewing and distilling student happy, let alone an interested drinker" "textbook that covers large amounts of ground – historic, economic and scientific – and does so in some depth" "where there isn't enough detail there is an extensive bibliography, and even a useful chapter on whisky literature, in case you are looking for jumping off points for further reading. A scary book in parts, but also approachable – very much a game of two enjoyable and informative halves."

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5. Multidimensional Scaling. 2nd edn. Trevor F. Cox and Michael AA Cox, Chapman & Hall/CRC, Boca Raton, London, DC, 2000. No. of pages, if after applying l'hospital's rule uncertainty of type 0 / 0 remained, the action rotates the str

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