



The Complete Whiskey Course, Including Terroir & Provenance

This week's guest on Spirits of Whisk(e)y is Robin Robinson, author of *The Complete Whiskey Course: A Comprehensive Tasting School in Ten Classes*. This veteran of the spirits sector has led a full and colorful life in whiskey, traveling the globe as both brand ambassador—Compass Box, anyone?—and whiskey educator, and now he's compiled that expertise and that experience into one handy and remarkably thorough tome. Listen and learn how Robin went from trodding the boards—because he's an actor, of course!—to translating his deep whiskey knowledge for the layman in great and lively detail. Then hear the very first installment of Club Corner, a new segment that spotlights the exceptional individuals who run the world's whiskey clubs, producing events that showcase whiskey's globality and stylistic diversity. First up? David Donahue and Vadim Perlovskiy of The Los Angeles Whisk(e)y & Spirits Guild.



Today's Interview Guest, Robin Robinson:

Robin Robinson is a noted educator and veteran of the whiskey industry. His whiskey class at New York City's renowned Astor Center, "Whiskey Smackdown" was the longest running whiskey class in the US, running 11 straight years up to the start of the Covid shutdown. He has since adapted the class as a virtual tasting program ("The Story of Whiskey: 60 minutes of bad standup comedy punctuated by drinking") that is marketed to financial and tech corporations



across the country. He runs a boutique sales/marketing consultancy focused on start up brands, specializing in narrative construction, distributor management and sales/marketing methodology. Prior to this, he spent 6 years as the national sales and brand representative for Compass Box Whiskey, and prior to that was in the tech sector for many years as a sales representative for various Silicon Valley startups. He runs a 2 day intensive "Route-to-Market" class for Moonshine University in Louisville, KY, and has been a featured presenter on spirits, whiskey and sales at Tales of the Cocktail, BarConventBerlin, ACSA and ADI.

The Complete Whiskey Course: A Comprehensive Tasting School in Ten Lessons, is a definitive and comprehensive look at the entire world of whiskey. The book is broken into 10 "classes", ranging from its history and production; to how to taste and nose whiskey; to coverage of whiskey making and its makers in every corner of the world - US, Scotland, Ireland, Canada, Japan and the burgeoning "world" whiskey sector. Over 175 whiskeys and distilleries are profiled throughout, along with sections on food pairings, glassware, running your own whiskey tasting, top whiskey bars and additional sources of whiskey knowledge in print and on the internet. It has been described as "a must read..." by Whiskey Advocate; "comprehensive and definitive" by Thrillist; and "can serve as a substitute for half a dozen books on world whiskey" by The Whiskey Reviewer. It won the 2020 Gourmand Award (US) for Spirits Education; and is listed in the #2 spot for "Best Whiskey Books of All Time" by BookAuthority.

Winner of the 2020 Gourmand Award (US) for Spirits Education "A must-read for aspiring connoisseurs, and a thorough refresher for seasoned whisky lovers."— Whiskey Advocate The definitive book on understanding and appreciating the exploding world of whiskey.

Renowned whiskey educator Robin Robinson demystifies the "water of life" in a definitive, heavily illustrated tome designed to take readers on a global tour of the ever-expanding world of whiskey. Across ten robust "classes," Robinson explains whiskey history, how it defined the way whiskey is made in different countries and regions, the myriad styles, how aging and finishing works, and the basics of "nosing" and tasting whiskey. In chapters dedicated to American whiskey (including bourbon, Tennessee whiskey, and rye), American Craft whiskey, Scotch, Irish, Canadian, Japanese, and world whiskeys, Robinson presents the best offerings from new and historic producers, how to choose among them, and how to build a collection of your own. Each "class" is a journey into a country's whiskeys and makers, including recommended bottles and styles, as well as insider information on how distilleries make their unique offerings. Each chapter includes themed tastings organized by bargain, value, special occasion, and splurge price categories. This thoroughly up-to-date and wide-ranging guide also offers helpful recommendations on how to lead your own tasting, a glossary of terms, food pairings, and tips on everything from glassware to whiskey festivals and how to read a label.

Robin Robinson is a whiskey industry veteran who created the popular Whiskey Smackdown series at the Astor Center in New York City. He has taught at the Culinary Institute of America



and the Institute for Culinary Education, and given lectures and seminars at the American Distilling Institute, Tales of the Cocktail and BarConvent Berlin, among others. He has been featured in the pages of The New York Times, Liquor.com, Chicago Sun Times, Playboy.com, WhiskeyWash.com, and other publications.

Whiskey Chronicles Transcript:

Formal spirits education, including whiskey education, trails wine education...by light years! And among the leading wine certificate-issuing organizations, only one, the Wine & Spirit Education Trust, offers spirits certification.

Speaking of wine, as a subject of serious and formalized study, its roots lie squarely in the mid-20th century. And today there are numerous organizations offering graduated training, testing, and certification in wine knowledge and hospitality, plus academic programs granting both undergraduate and graduate degrees in viticulture and winemaking. The formal study of spirits, by contrast, is a spotty affair, consisting largely, though not exclusively, of scattered learn-at-home and pay-to-play operations and no more than a handful of universities offering specialized training in the science and practice of distilling.

Enter the 21st century, and with it, the rise of the whiskey club. Whiskey clubs, at their advent a place for self-professed whiskey geeks seeking spirited camaraderie, now constitute a veritable associational infrastructure for people with a passion for both learning and the water of life.

With today's episode, the first of our second season, we introduce the Club Corner, an occasional segment that will spotlight the founders and leaders of whiskey clubs. These exceptional individuals take a dead-serious approach to ensuring that their organizations offer an environment conducive to learning and fellowship and produce events that showcase the globality and stylistic diversity of whiskey.

Their efforts are tireless. Their focus is laser sharp. And the producers of this podcast, both of whom count numerous whiskey club presidents and members among their friends and colleagues, salute them.

A closely related and relatively recent development is the appearance of books that treat spirits seriously and distilling in detail but are written for the layman. The author of one such book, Robin Robinson, a whiskey sector veteran and the man responsible for The Complete Whiskey Course: A Comprehensive Tasting School in Ten Classes, is today's guest on Spirits of Whisk(e)y.

To learn more about today's **Club Corner** guests, check out the club's Facebook page here: <https://www.facebook.com/groups/lawhiskeysg>