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WHISKY LIVE DEBUTS IN WASHINGTON DC MARCH 7

International Tasting Event Features Whiskies Galore

WASHINGTON DC, February 9, 2015 – Whisky Live, the annual, internationally renowned tasting event held in dozens of cities around the world, announced today that it's bringing the show to the Grand Hyatt Washington DC on March 7. Produced by *Whisky Magazine*, Whisky Live DC offers Washingtonians an opportunity to taste some of the world's best whiskies and learn the stories behind them from master distillers, brand ambassadors and industry experts.

VIP Tickets to Whisky Live DC are \$129 and include unlimited tastings from 6:00 to 10 PM, a lavish dinner buffet, live entertainment, a souvenir Glencairn tasting glass to take home and a one-year subscription to *Whisky Magazine*. Master classes include The Glenlivet and a special class to be announced by Diageo. Additionally, Balblair will unveil a new release and introduce four new vintages to the US in its master class. Tickets can be purchased in advance at <http://www.whiskylivena.com/event/whisky-live-dc-2015/>.

The growth of the whisk(e)y category in the US has been staggering. 2014 statistics reported by [Euromonitor](#) show that for the first time since 2007 US consumers spent more on whiskies than they did on vodka. According to the Distilled Spirits Council of the United States, the highest price level is the fastest-growing: From 2002 to 2013, super-premium sales for [American](#), [Scotch](#) and [Irish](#) whiskies rose 299 percent, 448 percent and a whopping 1878 percent, respectively.

Whisky Live DC is a prime opportunity to sample premium single malt Scotches, bourbons, ryes and Irish whiskies as well as a chance to talk to distillers about their work and the industry in general. Titan brands like Glenmorangie, Ardbeg, Oban, Lagavulin and Maker's Mark will be featured side by side with dozens of spirits from boutique distilleries and award-winning world whiskies from producers in the US, Scotland, Ireland, Australia and elsewhere.

All told, Whisky Live DC will showcase more than 200 whiskies. Top whisky bars' bartenders will be on hand mixing up special whiskey cocktails. Master distillers and global brand ambassadors will also be in attendance, pouring their products and meeting fans. Updates on the show's lineup will be broadcast on Twitter (@WhiskyLiveDC) and Facebook (WhiskyLIVE USA) in the weeks leading up to the show.

"Whisky Live DC provides the opportunity to taste some of the world's best whiskies in one place," says event president David Sweet. "On top of that, the event is a fantastic experience and complete Saturday night out."

Whisky Live DC is proud to welcome its media sponsors *Whisky Magazine*, *Celtic Life International Magazine*, *Artisan Spirit Magazine* and *Scotland Magazine*. The event takes place on Saturday,

March 7 at the Grand Hyatt Washington. The VIP tasting hour begins at 6:00 PM, with the buffet starting at 6:30 PM. The event ends at 10 PM, with the last pour at 9:40 PM. For more information, please visit the DC page at <http://www.whiskylivena.com/event/whisky-live-dc-2015/>.