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Media Contact:

Colin Baugh
Emblem PR
colin@emblempr.com

WHISKY LIVE RETURNS TO NEW YORK FEB. 25

International Tasting Event Features Whiskies Galore

NEW YORK, January 15, 2015 – Whisky Live, the annual, internationally renowned tasting event held in dozens of cities around the world, returns to Chelsea Piers in New York City on February 25. Produced by *Whisky Magazine*, the show is in its 11th year and offers New Yorkers an opportunity to taste from over 300 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 New York are \$149 and include unlimited tastings from 5:30 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*. Standard ticket (\$119) entrance is from 6:30 PM. Master classes include The Glenlivet and a special class to be announced by Diageo. Additionally, Balblair will feature 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-new-york-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 New York 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 Johnnie Walker, Glenmorangie, Ardbeg, The Glenlivet, Beam and Heaven Hill will be featured side by side with dozens of spirits from boutique distilleries, including New York's own Tuthilltown Spirits and Utah's High West Distillery, and award-winning world whiskies from producers in the US, Scotland, Ireland, Australia and elsewhere.

All told, more than 60 different brands will be pouring in excess of 300 whiskies at the event. The top whisky bars' bartenders will be on hand mixing up special whiskey cocktails. Master distillers and global brand ambassadors from around the world will also be in attendance, pouring their products and meeting fans. Updates on the show's lineup will be broadcast on Twitter (@WhiskyLiveNY) and Facebook (WhiskyLIVE USA) in the weeks leading up to the show.

"Whisky Live New York 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 night out."

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

Wednesday, February 25, at Pier Sixty at Chelsea Piers, the only dedicated event space on Manhattan's waterfront with gorgeous views of the Hudson. The VIP tasting hour begins at 5:30 PM, with general admission opening at 6:30 PM. The event ends at 10 PM, with the last pour at 9:40 PM. For more information, please visit the New York page at www.whiskylive.com.