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Titolo	Whisky : technology, production and marketing // edited by Inge Russell, Graham Stewart
Pubbl/distr/stampa	Oxford, England ; ; Amsterdam, Netherlands : , : Elsevier, , 2014 ©2014
ISBN	0-12-404603-7
Edizione	[Second edition.]
Descrizione fisica	1 online resource (xxv, 417 pages) : illustrations
Collana	Handbook of alcoholic beverages
Disciplina	663/.5
Soggetti	Whiskey Whiskey industry
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Previous edition: 2003
Nota di bibliografia	Includes bibliographical references at the end of each chapters and index.
Nota di contenuto	Chapter 1 - An introduction to whisk(e)y and the development of Scotch whisky; Chapter 2 - Irish whiskey; Chapter 3 - Japanese whisky; Chapter 4 - Indian whiskies; Chapter 5 - North American whiskies: a story of evolution, experience, and an ongoing entrepreneurial spirit; Chapter 6 - Scotch whisky: raw material selection and processing; Chapter 7 - Distilling yeast and fermentation; Chapter 8 - Contamination: bacteria and wild yeasts in a whisky fermentation; Chapter 9 - Batch distillation; Chapter 10 - Grain whisky distillation; Chapter 11 - Maturation; Chapter 12 - Blending; Chapter 13 - Sensory analysis; Chapter 14 - Whisky analysis; Chapter 15 - Co-products; Chapter 16 - Water: an essential raw material for whisk(e)y production; Chapter 17 - Designing for cleanliness in the distillery; Chapter 18 - Whisky global packaging developments; Chapter 19 - Marketing Scotch whisky in the 21st century and previously; Chapter 20 - Marketing Scotch whisky; Appendix; Index.
Sommario/riassunto	Whisky: Technology, Production and Marketing explains in technical terms the science and technology of producing whisky, combined with information from industry experts on successfully marketing the product. World experts in Scotch whisky provide detailed insight into whisky production, from the processing of raw materials to the fermentation, distillation, maturation, blending, production of co-

products, and quality testing, as well as important information on the methodology used for packaging and marketing whisky in the twenty-first century. No other book covers the entire whisky process from raw material to delivery to market in such a comprehensive manner and with such a high level of technical detail. Only available work to cover the entire whisky process from raw material to delivery to the market in such a comprehensive manner; Includes a chapter on marketing and selling whisky; Foreword written by Alan Rutherford, former Chairman and Managing Director of United Malt and Grain Distillers Ltd.
