



MALTMASTERS

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## *Whisky Masters Programme*

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Excellence begins with one dram



## *About*

The Whisky Masters Programme is a full day immersive whisky training experience which gives you the fundamental knowledge and tools you need to understand and explore world whisky. We are an independent programme that is unique in that we do not focus on one region or brand (i.e. Scotland) but we explore all the major contributing whisky countries all over the world.



# Who is the programme for?

The Whisky Masters Programme is perfect for you if you are a whisky enthusiast and have a real passion for whisky or if you are keen to pursue a career in the whisky or spirits industry perhaps as a Brand Ambassador, Spirits Retailer or Whisky Specialist. The Whisky Masters Programme is the first step on your whisky journey. Discover whisky's fascinating history, its commercial development, all the subtleties of production and maturation, the effect of different casks, as well as other techniques for creating and enhancing flavour.



# The Modules

**The History, Origins and Evolution of Whisky**

**Malt and Grain Whisky Production**

**The Maturation Process of Whisky**

**The Whisky Producing Regions of the World**

**The Sensory Whisky Experience**

**Tutored Whisky Tasting Workshop**

**Whisky Investment**

ATTENDEES WILL SIT A 45 MINUTE WRITTEN AND PRACTICAL EXAM

A WHISKY MASTERS CERTIFICATE WILL BE AWARDED BY POST WITH A PASS, MERIT OR DISTINCTION AWARD



# THE SENSORY EXPERIENCE

Using industry whisky aroma kit systems, we will train your nose and senses to identify the key aromas found in whisky. These are proven techniques in the industry to develop your senses. After all, nosing is one of the most important aspects when “tasting” whisky. Not only is it a lot of fun, you will gain the confidence to effectively nose and taste whisky.

## *Unlock* YOUR SENSES

Every Single Malt presents us with a delightful bouquet of warming aromas; but with some 32 primary aromas to be found in Whisky it can sometimes overpower and challenge our senses. On this course, we will not only break down these aromas but we will teach and encourage you to identify them.

## *Awaken* YOUR TASTE BUDS

Did you know there are over 400 flavour compounds in Malt Whisky? Consider that we only have 4 primary tastes (sweet, salty, bitter and sour) and this becomes even more astonishing. We focus much deserved attention on the tasting section of the course as Whisky is ,yes, delicious; but can also be complex in composition. We will teach and explore with you the flavour expressions such as peaty, fruity and winey.

## *Trust* YOUR INSTINCTS

Drinking Whisky is a very personal and emotive experience that can bring bygone memories to the surface. There are no right and wrong answers in what you nose, taste and experience with whisky. To ensure that you use your gut instincts we introduce a fun and interactive blind tasting on the course meaning you 100% have to trust your own senses.





# Tutored Tasting

## *World Whiskies*

To fully develop your whisky tasting skills and overall confidence, we will take you through an in-depth tutored tasting. We have selected whiskies from all over the world including Scotland, Ireland, Japan and America. We will show you how to taste whisky, what to look for and how to pick apart the complex aromas and flavours, ultimately encouraging you to trust your own instincts.





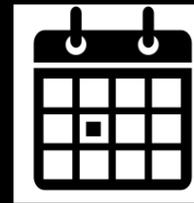
# Prices and Booking

Group packages can be tailored for Corporates. Please contact us at the below email address with your enquiries.

## Upcoming Programmes



\$2,600



- Saturday 23<sup>rd</sup> September (Full Day)
- Saturday 4<sup>th</sup> November (Full Day)



[patricia@maltmastershk.com](mailto:patricia@maltmastershk.com)  
[josh@maltmastershk.com](mailto:josh@maltmastershk.com)



[www.maltmastershk.com](http://www.maltmastershk.com)



# MALTMASTERS

Malt Masters is Hong Kong's leading whisky events and education company. We hosted Hong Kong's first ever Whisky Festival in 2013 bringing together major whisky brands from all over the world to participate and spread whisky appreciation. Since then our mission has been to bring whisky enthusiasts together to learn about the golden liquor through the number of events that we organise; whether corporate, private or our own events.