

Cutty Sark: The Making of a Whisky Brand

Ian Buxton, Helen Arthur, Dave Broom



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Cutty Sark: The Making of a Whisky Brand Ian Buxton, Helen Arthur, Dave Broom Cutty Sark – the whisky, not the ship – was launched in 1923 and went on to become one of the most popular whiskies in the world. The first Scotch whisky to sell more than 1 million cases annually in the USA it was noted for its light color and easy mixability. In this unique, full color volume, editor Ian Buxton has assembled a top team of whisky experts to tell the colorful story behind 'the real McCoy'. With exclusive access to historical archives we meet the blenders behind the whisky, explore its rise and rise through Prohibition and post-war recovery, and discover new and exciting cocktail recipes specially created for the book. Contributions from Helen Arthur, Dave Broom, Ian Buxton, Charles MacLean, Marcin Miller, Martine Nouet, Paul Pacult, Gary Regan, Neil Ridley and Gavin D Smith.

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