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# The Essential Scratch & Sniff Guide To Becoming A Whiskey Know-It-All: Know Your Booze Before You Choose



## Synopsis

A clever distillation of America's favorite libation, by the New York Times best-selling authors of *The Essential Scratch & Sniff Guide to Becoming a Wine Expert* Whiskey fever is sweeping the nation. Every day, craft distilleries are popping up in remote counties and urban centers, offering a wealth of great choices to consumers—and just as many puzzlements. Does the introduction of a simple “e” to go from whisky to whiskey mean anything? What’s the difference between Scotch and Rye? What’s Canadian whisky anyway? And what about the whiskeys of Scotland, Japan, and Ireland? Where’s a humble Joe to start? In this witty kid-style book on an adult topic, Richard Betts boils down his know-how into twenty pages, cooling our “brown-sweat” anxieties and dividing whiskey into three simple categories: Grain, Wood, and Place. While most whiskey tomes are about as fun as a chemistry lesson, Betts makes the learning slide down easy, reassuring us that this exalted spirit is just distilled beer and, through a nasal romp, helping us figure out which kinds we love best. Humorous illustrations and scratch-and-sniff scents (vanilla, sandalwood, grass, and more) help would-be connoisseurs learn their personal preferences. Language label and Map to Your Desires included.

## Book Information

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## Customer Reviews

A Conversation with Richard Betts We chat with the best-selling author of *The Essential Scratch & Sniff Guide to Becoming a Wine Expert* about tasting 500 whiskeys for his new book, training your

nose, and more

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After the success of your previous book on wine, what made you decide on whiskey for this one? Our contribution to food, wine and drink literature is very much about making it inclusive, democratic and easy. Whiskey is an area of much enthusiasm and yet it remains a broad and varied topic without an easy, empowering guide. We're not here to say this is the end-all be-all historic tome, or that we're the world's foremost whiskey experts, instead we're here with a unique methodology that breaks down the topic into easy to understand pieces that actually allow you to learn in a way that will make you smile. How many different whiskeys did you sample for the book, and did you ever get sick of tasting them!? We (my partner and fellow sommelier Carla Rzeszewski and I mostly, with some help from friends) tasted nearly 500 whiskeys blind - so we could be objective - and worked very hard to put them into a logical order from what requires the least of the drinker (i.e. the easiest to taste and categorize) to the most demanding (i.e. very complex flavors that demand more of one's palate, often accompanied by a higher proof) and this is for sure hard. Even when you spit, the physiological effects are real and so you cannot do too many at once. This means many sessions, lots of double and triple checking your work, etc. It took the entire summer of 2014. In the end I'd spent every dime of the advance and gave away hundreds of bottles of whiskey to many happy friends.

How did you decide what types of scents to include in the book? It really flows out of what makes things smell and taste the way they do. For example, the base grain used to make the whiskey has a large impact so it makes sense to include those scents. You could also look at place, where the whiskey is aged and if that place contributes flavor, then include that too. I don't have the best sense of smell! Can I train my nose? My dad said the same thing. Forever. Then his son became a sommelier and started sticking all kinds of things in front of him and whamo, there it was! We all have a keen sense of smell that goes back to our ancestors as hunter-gatherers but it is the sense that we least use today so it is really just a matter of dialing it back in. ..just like when the car radio goes fuzzy.

“These scratch-and-sniff booze books boil a couple lifetimes' worth of study down to 24 pages then make them smell good. Genius!” • Tim Ferriss, author, The 4-Hour Workweek “My wife is Scottish, so I needed to learn about whiskey

And this was the way! Sir Richard Branson, legendary entrepreneur and founder, Virgin Group. "This is really the ultimate hack on whiskey. I learned why I should try Monkey Shoulder Blended Malt faster than Google Maps could teach me where the Glorious Islands are. Edward Norton, Oscar-nominated actor

RICHARD BETTS is the author of the New York Times bestseller *The Essential Scratch and Sniff Guide to Becoming a Wine Expert*. He has been featured in the New York Times, Wine Spectator, Food & Wine, Outside, GQ, and Details and speaks frequently on wine throughout the country. He is also the founder of two wine companies, Betts & Scholl and Scarpetta, which have won top praise from leading wine publications. He is also the founder and president of Sombra Mezcal and Tequila Astral, and his newest wine ventures include Saint Glinglin Bordeaux, My Essential Red, My Essential White, and My Essential Rosé. CRYSTAL ENGLISH SACCA is an award-winning advertising art director. WENDY MacNAUGHTON's work has appeared in the New York Times and the Wall Street Journal.

I don't know what I expected out of a scratch and sniff book about whiskey, but considering I finished reading/smelling the entire book in about 5 minutes, I guess I expected more. That said, the knowledge and presentation were top notch. This makes a great coffee table book and everyone who sees it flips through it with interest. I just wished there was more to it.

This is a brief, helpful insight into whisk(e)y in its many forms. It's a fun book you can read, scratch, and sniff your way through in 15-30 minutes. Definitely helpful, the book has pleasing aesthetics, and the only reason I didn't give it 5 stars is because some of the scratch & sniff things don't work as well (some I can clearly smell, and about 3 or 4 I can't really smell because the new book smell overtakes it or because it doesn't work properly). Overall, very fun book-especially for display and quick party ideas.

Thoroughly enjoyed the remarkable book. Recommend it to anyone interested in expanding their knowledge of Whiskey.

I bought this as a birthday gift for a whiskey lover who hates to read. HE LOVES IT. He read the whole thing through and started telling me a bunch of cool whiskey facts. I would strongly

recommend this book to anyone who loves whiskey.

A cute gift for a novice whiskey drinker friend as a Christmas present. She enjoyed it. :)

Simple yet elegant. This book breaks down the differences in whiskeys from all over the world in a manner that even a tea-totaler will understand! The book is also a good educational resource for beginning whiskey enthusiasts to give a great knowledge of the difference in whiskey types.

Definitely, recommend! Also, the book looks great on a coffee table after being read!

Gave as a Christmas gift to my whiskey loving brother in law, and it was a huge hit. Has a cool chart in the back that he wants to frame. All in all, cool book, great unexpected gift. Only complaint would be that the sniff places weren't as fragrant as I expected.

This is a fun little book idea. It's fairly simple in content (not completely unexpected, considering the context of a scratch and sniff book). The part that I was not impressed with is the smells were simple and numerous spots that were clearly designated were missing the scratch and sniff/scent component.

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