



**THE SCOTCH WHISKY – One Day Workshop**  
**“CERTIFICATE OF EXPERTISE IN THE SALES**  
**& SERVICE OF SCOTCH WHISKY”**

- 9.30am Introduction & Coffee
- 9.50am Malt & Grain Whisky Production
- 10.20am The Art of Blending
- 11.05am Coffee Break
- 11.20am Differences between Scotch Whisky & the Best of the Rest
- 11.50am A History of the Origins & Development of Scotch Whisky & the Scotch Whisky Industry
- 12.20pm Relax before lunch, and practise what you've learned in our Scotch Whisky Team Quiz
- 12.40pm Lunch
- 1.30pm Tutored Tasting & Sensory Perception  
– *includes 4 regional malts, grain, blend & liqueur*  
How to answer some of the commonly asked Scotch Whisky questions.
- 2.45pm Selling & Serving Scotch Whisky?  
*A look at the top markets, recommending, selling, serving & persuading!*
- 3.30pm Industry Experts
- 4.15pm Coffee Break
- 4.30pm “Certificate of Expertise in the Sales & Service of Scotch Whisky”
- A 30 minute assessment to ensure that candidates leave with the knowledge & skill required to help them sell Scotch Whisky.*
- 5.15pm Close



## Scotch Whisky Awareness Training Half Day Course

**9.00am Introduction & Coffee**

**9.30am What is Scotch Whisky?**

*(A look at the differences between Single Malt & Blended Scotch and where it all started)*

**10.00am The Differences between Scotch Whisky & the Best of the Rest**

*(Placing Scotch amongst other internationally renowned drinks)*

**10.45am Coffee Break**

**11.00am Sensory Perception & the Appreciation of Scotch Whisky**

*(Learning to nose & taste Scotch – inspiring, enthusing & motivating the sellers!)*

**12.30pm Team Quiz**

*(A chance to consolidate all the information in a fun & informal way)*

**1.00pm Close (or Lunch)**

**A Certificate of Attendance is provided on completion of the session.**

**The workshops provides additional support to Hospitality Assured.**

**For further information telephone: 01292 673742 or 673751.  
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