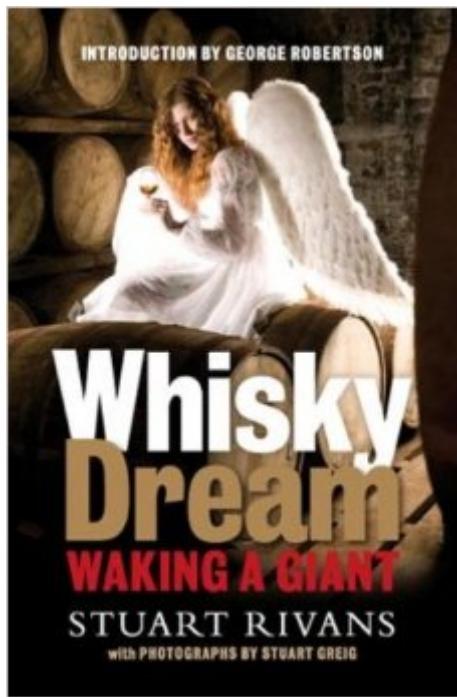


The book was found

Whisky Dream: Waking A Giant



Synopsis

"Whisky Dream" tells the extraordinary story of one man's dream to raise from the dead not one, but two of Islay's most cherished malts. After a hard-fought battle, former wine merchant Mark Reynier, together with old business partner Simon and masterblender Jim McEwan reopened Bruichladdich in 2001 after seven years of silent mash-tuns. Their astonishing journey involved scrapes with a top secret MOD submarine, U.S. military satellites, the CIA, faceless multinationals, patronising bank staff, supply problems, all-new international sales and distribution network, and an eleventh hour, GBP7.5 million bank loan. Port Charlotte Distillery, closed its doors on Islay in 1929, exactly a century after its foundation, as a direct result of a major downturn in the whisky industry, caused by Prohibition in the United States, becoming nothing more than a windswept ruin. Not happy with achieving what even their families and close friends told them was impossible with Bruichladdich, and after declaring that he would 'never, ever, ever do this again', Mark set his sights on the traumatic challenge of, indeed, 'doing it all over again' with Port Charlotte. More than anything, however, this is the story of the islanders themselves, 'The Ileach': their resourcefulness, their stubbornness, their ancient ability to triumph over adversity. This is what brought - and will bring - both Bruichladdich and Port Charlotte distilleries back from the grave.

Book Information

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Customer Reviews

When writing Non-Fiction, it always helps to have a compelling subject that engages the reader. I came across this book while doing some research prior to a visit to the Whiskey Festival. I have

often assumed that most or all distilleries are from the late 1800s...and part of my enjoyment of Scotch Whiskey comes from this 'drinking history'.Whiskey Dreams tells the story of a handful of dreamers who reopened a long forgotten distillery.The book is well written. The 'players' involved in the story are all very engaging and colorful.After reasing this book, I fully look forward to visting this distillery.Enjoy....

This is about more than restarting a great distillery, Bruichladdich, it is about Mark Reynier. His energy, his determination and work with many others. This is a compelling story of what can happen if you believe in your dreams, if you reach for the stars. Not only are the owners and operators of Bruichladdich making great whisky, they are making history. It is a wonderful and worth while read.

Hving spent a short amount of time on the beautiful island of Islay, this was expecially interesting to me. If you like peaty whiskys, but have not been to Islay, it is stil an interesting account of the industry.

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