

Beat: Lifestyle

# WHISKY LIVE PARIS 2022 - The LARGEST EVENT In EUROPE Of INTERNATIONAL TASTING

## DEDICATED TO WHISKY AND FINE SPIRITS

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**USPA NEWS** - Since 2004, the Paris edition of Whisky Live has continued to grow, every year drawing more and more exhibitors from around the world, as well as fans of malt, rum and all types of spirits and mixology. Today, Whisky Live Paris is undeniably the largest event in Europe dedicated to whisky and fine spirits. Many distilleries also use the event as an opportunity to reveal their major new releases in world exclusives.

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The origin of whiskey began over 1000 years ago when distillation made the migration from mainland Europe into Scotland and Ireland via traveling monks. The Scottish and Irish monasteries, lacking the vineyards and grapes of the continent, turn to fermenting grain mash, resulting in the first distillations of modern whisky.

As the European colonists began to arrive in America, they brought with them the practice of distilling whiskey. Many Scottish and Irish immigrants settled in their new territories, eventually beginning to distill their new types of grains and mash.

During the Prohibition era in the United States lasting from 1920 to 1933, all alcohol sales were banned in the country. The federal government made an exemption for whisky prescribed by a doctor and sold through licensed pharmacies.... Whisky is a strictly regulated spirit worldwide with many classes and types. The typical unifying characteristics of the different classes and types are the fermentation of grains, distillation, and aging in wooden barrels.

Whisky or whisky-like products are produced in most grain-growing areas. They differ in base product, alcoholic content, and quality.

Different Types: American, Australian, Canadian, Danish, French, Georgian, German, Indian, Irish, Mexican, Japanese, Scotch, Swedish, Taiwanese, Welsh...

Exhibitors Present in Whisky Live Event 2022

September 24-26 @ La Grande Halle De La Villette

Scotland - USA - Asia / Oceania - Europe - Ireland - France - Japan (Saké Area)

For 3 days, more than 15 000 enthusiasts and professionals went to La Grande Halle de la Villette to find the latest news and meet the biggest names in the world of spirits.

- Tasting Hall

Whisky Live Paris is the unmissable annual event for discovering hundreds of new releases, many of which are world exclusives. The world of distilling has never been so innovative. New products experimenting with blending, maturation, and surprising and innovative finishes appear all year long...

- The VIP area is designed for fans of exceptional whiskies and spirits.

Two mezzanines of 350m<sup>2</sup> each overlooking the Tasting Hall offers visitors access to hundreds of prestigious new releases, single casks, limited editions and many independent bottlings...

- Rhum Gallery

This area were dedicated entirely to rum and include a unique tasting and learning journey all about sugarcane.

- Masterclasses

Big names from the world of spirits (master distillers, master blenders, distillery directors, journalists, etc.) were sharing their production secrets and expertise.

- Collectors Area (Carré Collectors)

The new space "Carré Collectors" allows you to taste\* rare and old drams.

You meet the Golden Promise with a new grandiose selection including real gems from the 60s and 70s. Rums are also be honored with the largest collection of Demerara de Velier, ever opened.

Fine Spirits Auction, the first French platform 100% dedicated to spirits, invests the Whisky Live Paris and offers an auction of completely new lots from Chichibu or Caroni!

\*The references present on the Carré Collectors are for purchase at the tasting (dose of 2 cl).

- Cocktail Street

With prestigious names from all over the world and an explosive programme, all visitors to the event, once again this year, be were able to enjoy this now must-see mixology and food festival!

Brands were offering special creations, and a bar from abroad was be completely recreated just a few metres from Whisky Live Paris, opposite the Parc de la Villette! DJs were be on the decks throughout the event for guaranteed atmosphere!

Source: Whisky Live Paris 2022

On September 24-26, 2022

@ La Grande Halle De La Villette

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