



Are you Addicted to Whisky?

OKAY, MAYBE "ADDICTED" MIGHT BE TOO STRONG. But I don't think "obsession" is.

Over the holidays, I asked my blog readers on www.whatdoesjohnknow.com what their New Year's resolutions were. Here are a few of many; note that they share a common theme:

"My resolution is to regain my sanity and not spend so much on whisky..."

"Measure my drams more carefully to control portion size."

"I spent too much on whisky this year. So much so, that my wife gave me some sideways glances. Not good."

"My resolution will be to stop buying impulsively."

"More willpower and less buying."

It's a huge compliment to whisky. Whisky (and whiskey) is the finest, most complex, most individualistic, most diverse spirit in the world. Once someone truly discovers it, it's hard to resist its magical allure.

Control portion size? Regain your sanity? More willpower? Your wife is giving you sideways glances? What's going on here? (And why do I feel like those exact words came out of my mouth somewhere along the way?)

Here's what I think this all boils down to. It's a *huge* compliment to whisky. Whisky (and whiskey) is the finest, most complex, most individualistic, most diverse

spirit in the world. Once someone truly discovers it, it's hard to resist its magical allure.

If anyone understands, I do. One day, many years ago, a good friend turned me on to scotch, with help from a bottle of Johnnie Walker Black Label. The next day I read an article in *Business Week* magazine about single malt scotch. I immediately went to my local retailer and bought every bottle they had. All three of them.

For years to follow, I wanted to try every whisky I could get my hands on. My life revolved around trips to Scotland, whisky bars, whisky retailers...and reading everything about whisky I could get my hands on.

Just look at me now: obsession to the max! I publish a whisky magazine, host whisky festivals, conduct whisky tastings, and consult to the whisky industry. I am embarrassed to say how many bottles of whisky I have. (Let's just say it takes up an entire room in my house. A large room.)

Addiction? No. Obsession? Definitely. Worth it? Absolutely!

Hey, did you hear about the new Ardbeg whisky coming out? I hear that the peat smoke levels are *through the roof!* I have to get me a bottle of that...