



KEEPERS OF THE
QUAICH
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USA CHAPTER
KOTQUSA.ORG

NEWS RELEASE

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***Scotch Society, Keepers of the Quaich, Launches US Branch at Gala New York Event
Featuring Pipes, Haggis, a Duke, a CG and Extraordinary Whiskies***

NEW YORK, NY – With the sound of bagpipes echoing on Broadway, Keepers of the Quaich USA (KOTQUSA.org), the new American arm of the world famous Scotch Whisky society, marked its official launch with a tartan-draped gala Gathering at Gotham Hall in New York City. Attendees included the Duke of Argyll, the British Consul General, and the inaugural event featured Scottish music, delicacies, toasts and revelry with some of the finest and rarest whiskies in the nine top Scotch producer portfolios.

“The importance of the U.S. market to Scotch Whisky cannot be understated,” said Chapter Co-Chair and William Grant & Sons President Jonathan Yusen. “At \$2.3 billion in supplier sales and growing, it is the top market by far. Yet, we have never had a U.S. Chapter of Keepers of the Quaich – until now!”

Yusen noted many Keepers of the Quaich Chapters around the globe including Germany, Brazil, Australia, South Africa, The Netherlands, The Nordics, UAE and India. This inaugural gala will be the first time Quaich will be pouring into the U.S. market, bringing to life the rich tradition of Scotland spirit here in America.

Chapter Co-Chair Frank Coleman, who is a Master Keeper and senior advisor to the CEO of the Distilled Spirits Council of the United States, added, “The U.S. market has a unique role to play in keeping Scotch modern, diverse, and relevant, while celebrating the unique heritage, quality and luxury of the King of Spirits.”

In a show of industry unity, in attendance were 200 leading Scotch industry representatives from the U.S., including CEOs and other C-suite executives from major spirits suppliers, as well as top distributors, major retailers, and key industry supporters, and A-list business media and other opinion leaders.

Guests heard from Antony Phillipson, British Consul-General in New York and her majesty's Trade Commissioner for North America, which was particularly important as trade, tariffs and the impact of Brexit were top-of-mind for many at the dinner.

Other honored guests for the evening were the Duke of Argyll, who is both a Patron of the Society and Master Keeper himself, and among his numerous titles, he is Master of Her Majesty's Royal Household in Scotland; and the Society's Grand Master, Peter Gordon, and fifth generation family member of William Grant & Sons.

Scottish actor Brian Cox, star of the hit HBO series *Succession*, toasted the new Chapter in a video-taped message.

CHRISTIE'S CHARITY AUCTION PARTNERSHIP ANNOUNCED

Christie's, the world's leading auction house, founded in 1766, has agreed to partner with the Keepers of the Quaich USA (KOTQUSA) Chapter on a 2020 charity auction in New York. Christie's will be working closely the KOTQUSA Co-Chairs, the Steering Committee, and Mahesh Patel of the Universal Whisky Experience, a producer of glamorous Las Vegas spirits shows for high rollers and connoisseurs. Patel is the auction chair.

Christie's New York Head of the Wine and Spirits Department, Chris Munro, noted that rare whiskies are outpacing rare wine in the prices they are bringing at auction recently.

"I am looking forward to working closely with the Keepers US Chapter and its members to put together a noteworthy auction in 2020 that also benefits a good cause," he said.

Munro noted the venerable auction house worked closely with the Distilled Spirits Council of the United States to legalize spirits auctions in New York more than ten years ago. Since then prices for rare bottles have skyrocketed.

It is anticipated in the coming months, KOTQUSA will seek not-for-profit IRS designation as a 501(c)3.

CHAPTER OFFICERS AND STEERING COMMITTEE

In addition to the Co-Chairs for KOTQUSA, the other officers include Treasurer Danny Wirtz, Breakthru Beverage Group Vice Chairman, and Secretary Kathleen Dibenedetto, Senior Director, Beam Suntory. The Steering Committee for the Chapter is a who's who of Scotch in America from CEOs Jim Clerkin, Moët Hennessy, and Chris Spalding, Edrington, from the supplier tier to Tom Cole, RNDC and Chris Underwood, Young's Market, at the distributor tier. Other luminaries on the Steering Committee include Marvin Shanken, one of the first American Keepers; Caroline Rhodes, Diageo; Julien Hemard, Pernod Ricard; John Devin, Empire Merchants; Brian Cox, Bacardi; Mahesh Patel, Universal Whisky Experience; Mark Fisher, Martignetti; Chris Watt, Whyte & Mackay; Chris Morris, Brown Forman; and Peter Cressy, Mount Vernon.

KEEPERS OF THE QUAICH BACKGROUND

Started in 1988 at the society's spiritual home at Blair Castle in the Scottish Highlands, Keepers of the Quaich recognizes outstanding achievement in those who work, write or evangelize about Scotch Whisky by honoring them with title of "Keeper." A select few are invited each year to be distinguished with the role of Master of the Quaich.

The Society takes its name from the traditional two-handled drinking cup which is described in the ancient Gaelic language of Scotland as a ‘cuach’ or quaich, a vessel long associated with friendship and the enjoyment of Scotch Whisky.

Since the foundation of the Society, just over 2,700 men and women from more than 100 countries have received the honor. Together with the select few that have served a further ten years and who have subsequently been distinguished as Master of the Quaich, they represent thousands of years of shared experience and knowledge.

PRE-DINNER TASTING RECEPTION FEATURING

Laphroaig Cairdeas 28 year
Bowmore Marque
GlenDronach 24 Year Single Cask
Glenglassaugh 30 year
BenRiach 30 Year Authenticus
Macallan Rare Cask
Highland Park 18 Year
Glenrothes 18 Year
Mortlach 16
Oban Distillers Edition
Dewars Double Double 32 Year
Royal Brackla 21 Year
Ardbeg Traigh Bhan 19 Year
Glenmorangie Quinta Ruban 14 Year
Glenmorangie Extremely Rare 18 Year
Royal Salute 38 Year
The Glenlivet 21 Year
Aberlour Cask Annamh
Dalmore King Alexander III
Dalmore 18 Year
Jura 18 Year
Glenfiddich 14 Year Bourbon Barrel Reserve
Glenfiddich 21 Year Gran Reserva
Balvenie 21 Year Portwood
Glenfiddich Grand Cru 23

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