



Opportunity and difficulty are two sides of the same coin. It is all about the passion and foresightedness that allow us to visualise one against the other. India is a country of opportunities along with all those difficulties. In this edition, we highlighted two such indigenous jewels, who are instrumental in putting India in the global map of alcohol. Being the 2nd populated country in the world, we are a big potential market in ourselves, however from the perspective of an alcoholic beverage; we are a huge potential market place where price-point always wins the race from quality. When we talk about Paul John Single Malt, from the land of GOA - India, we are different as well classy too and proudly available in 38 countries across the globe. Personalities and perspectives go hand in hand and who will be a better example than our very own Yangdup Lama, not only the man behind the bar but also behind making mixology as a style statement.

From the Editor's Desk

The Paul John Single Malts Story

Established in 1996, John Distilleries grew to be a leading spirit company within less than a decade, not just in India but across the globe. Under the commanding guidance of Paul P John the company owns a strong portfolio of brands in various liquor categories including whiskies, brandy, and wines. Today, the flagship brand of the company, Original Choice, is one of the top selling brands in India's popular segment. It is one of the top 10 selling whiskies in the world with sales exceeding 12 million cases a year.



A path to a new future was laid when Mr. Paul chose to create world-class single malts made in India. Discovering a passion for single malts during the years when he lived in the USA, he appreciated the premium quality of the whisky and soon a dream was born, the dream to create great Indian single malts. The Paul John Single Malts were launched in the UK in 2012 and were soon acclaimed to be equal to or even better than the single malts produced elsewhere, including Scotland. Approval from single malt enthusiasts and innumerable global awards further proved our excellence. Recognition from the single malt palate encouraged us to take our single malts across the world.

Choosing to visualize the creation of an exceptional single malt whisky was the start of a trek down a hitherto unknown trail. Years were spent researching and studying the art of making single malts. And soon it was realized that we could do just as well in India. Craft, skillfully chosen indigenous ingredients and the warm environs of Goa create the magic that is Paul John

Single Malt Whisky. Goa was specially chosen as the home of our single malts, not just for its unique micro-climate but also because the destination holds a special place in Mr Paul's heart. Having always enjoyed the beaches, food and the warmth of its people, Goa was but the perfect choice to set up the malt plant.

From the vast lands of Rajasthan to the verdant foothills of the Himalayas comes our six-row barley. Harvested in summers to ensure perfect maturity, the barley claims responsibility for several of the whisky's intrinsic characteristics. Water is another major ingredient in the making of single malts and we utilize the pure underground table of water along with rain-fed water sources. Copper pot-stills made in India, were specially designed with long necks to create fruitier spirits. Double-distillation in these pot-stills prolong intimate contact with the copper and this renders a distinct, rich and full-bodied flavour to the new-make spirit, which is then matured in carefully selected American white oak barrels. During maturation the oak imparts diverse natural colours from sparkling copper, rich amber to dark mahogany as well as distinct flavours such as spices, marmalade, chocolate, coconut, dry fruit, vanilla and honey to the whisky that continues to evolve. The ideal warm weather of coastal Goa helps our whiskies mature faster, unlike those produced in colder climes. Every step of the process, from germination to malting and peating, enhances the distinct smokiness of our whiskies, while the non-chill filter helps retain the original colour and taste. A conscious decision was taken to create high quality single malts at affordable prices allowing us to introduce many more to the flavourful taste of single malts.



The range of Paul John Single Malts include 3 flagship expressions, 2 select casks and the occasional limited or special editions. Today, the Paul John Single Malts are present in over 38 countries.

The Paul John Single Malt Expressions

BRILLIANCE

From the sunny beaches of Goa, this non-chill filtered non-peated Indian Single Malt whisky exudes myriad shades of sensual delight. This luminescent liquid invites you to experience a taste of handcrafted rare brilliance.

EDITED

This masterfully crafted malt from the exotic Goan beaches brings to the fore a trace of peat, created from a distinctly chosen cask profile. Be enthralled by the versatility of this great Indian Single Malt, edited to perfection with a flawless balance of malt with a hint of peat.

BOLD

Bold characterizes the exhilarating spirit of Goa, with all its boisterous exuberance. The silky malt is flavored with oak-tinged honey and a hefty spice. The cloudy smoke riding on delicate intricate spices leads to the delicious finish of a weighty whisky that is complex yet delectably bold.

SELECT CASK CLASSIC

A masterpiece from selected casks, this Indian Single Malt offers the exotic complexities of the Goan shores it was crafted from. The barley, carried on flavours of honeyed bourbon liquorice, is complimented with a touch of toasted honeycomb. Tannins remain under check as juicy soft tones ensure the elegant finish of this rare and irresistible Indian Single Malt.

SELECT CASK PEATED

Take a stroll down the tropical coasts of Goa, as the delicious wafts of light peat from this Indian Single Malt tease your senses. Indulge in the mystic, as this alluring whisky gently astonishes the seriously indulgent.

AWARDS

Over 250 acclaimed international awards in less than 9 years.

- Wizards of Whisky – Gold and Silver winners
- World Whisky Awards
- Ultimate Spirits Challenge – Chairman's Trophy & Finalists San Francisco World Spirits Competition
- IWSC winners
- Oran Mor Awards
- Spirits Business – Gold & Silver
- Jim Murray's Whisky Bible
- Spirits Selection Awards
- ISW International Spirits Awards
- And many more.



The Perfect Martini - Secret love for Martini, from one amongst the 100 Most Influential people in the Bar World 2020 by Drinks International" - Yangdup Lama



The "King of Cocktails" need no introduction and enough has been said by bartenders and boozers alike about this iconic cocktail that has sailed smoothly over the years and survived the test of times. Probably the only classic cocktail that remains the most respected by bartenders of all breeds. They say it came about as a variation of another iconic classic "the Manhattan" by way of the Martinez. The Martini is probably believed to have been invented by Martini di Arma di Taggia the head bartender at New York City's Knickerbocker Hotel in 1911 (so they say). The origin of the cocktail is as contentious as the perfect method of making the drink. Everyone has an opinion about the ratio of gin against the ratio of vermouth and how long it needs to be stirred to make a well balanced one.

Irrespective of how controversial the cocktail maybe it is the representation of the bar and the bartender and how seriously they make their cocktails. I for once always judge the bar and the bartender based on how he/she makes the Martini. A guest once said a well made dry martini should be like spring water, crystal clear and one should be able to see through it to the other side. Simplicity is what makes this cocktail more complex and bartenders across the world take really good care when fixing one. Every one has his top tip when making a martini and mine is the washing of ice before using it to stir up the cocktail. It is like polishing the drink to bring in the shine apart from the clarity. Martinis when made perfectly cold is at its best and hence the necessity to chill the gin, the vermouth and the glass to achieve maximum coolness.