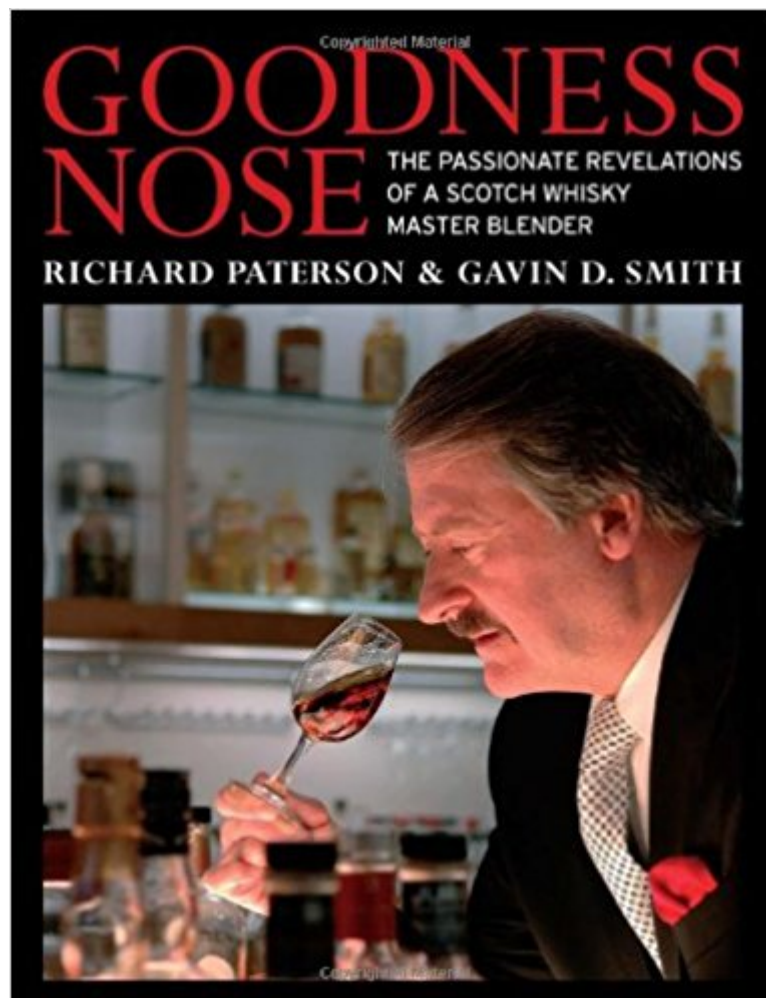




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# Goodness Nose: The Passionate Revelations Of A Scotch Whisky Master Blender



## Synopsis

Richard Paterson has Scotch whisky running through his veins. His grandfather and father were both prominent in the Scotch whisky industry in Glasgow for decades before Richard joined a competing whisky brokerage firm to start his apprenticeship. But this is no dry textbook on blending. Far from it. Humour, insight, history, a love of people and an abiding and evangelical passion inform every page. For the first time one of the world's foremost whisky blenders reveals how he rose through the ranks to top of his profession. He also candidly reveals some of the secrets of his craft and gives his thoughts on where he feels the industry is heading today. Lavishly illustrated in colour and black and white with black and white line artwork, this is destined to become a whisky classic and an essential item on every whisky lover's bookshelf.

## Book Information

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## Customer Reviews

Richard Paterson is one of the world's most prominent whisky blenders working with Whyte & Mackay in Glasgow. Gavin D Smith is a leading whisky writer and journalist with several books on the subject to his credit.

For any Scotch aficionado, a delightful read. If you've seen any of Paterson's Youtube appearances, it would be easy to dismiss him as a showman and a bit of a buffoon. But his rise through the whisky industry during the ups and downs of the second half of the 20th century is fascinating to follow. And the particular viewpoint of a blender as opposed to the distiller is rarely

explained in such detail. He (and his co-author) can also be quite evocative, and of course there's a bit of marketing involved. After reading his descriptions of Jura, I just had to go and buy a bottle of Superstition and try drinking it outdoors. Great suggestion.

Although I can't say that I've come across the name of Richard Paterson in my readings about the whisky industry, I would have to admit that the shortcoming is mine and not his. This is a very well written book. The author grew up in the industry and moved his way up to Master Blender. The book covers the history of several distilleries and companies. Of importance (for me) are the personal stories about his father and his interactions with others in Scotland. Very good book. Enjoy...

I really enjoyed this book. Mr. Paterson has a great way of relating his experiences, and his life, as well as the history of both Scotland and Scotch whisky. Reading this really made me wish that I had a glass of whisky next me.

If you're in to single malts, this book is fantastic. Richard -- a master blender -- tells his story thru Gaqvin Smith. Well written. Many interesting stories.

Just finished. Must for Scotch fan. Gift at Diageo Scotch event. Not quite vanity press. History of the spirit, with personal anecdotes. Of course covers Diageo's brands, but much more. Patterson came to Dallas for another event. Charming, dapper, engaging .. signed my book. Check it out.

You will love this book even though you don't like whisky. I've read it twice. A very readable book.

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