

The
SINGLE MALT WHISKY
FLAVOUR MAP

Medicinal, dry smoke pepperyness

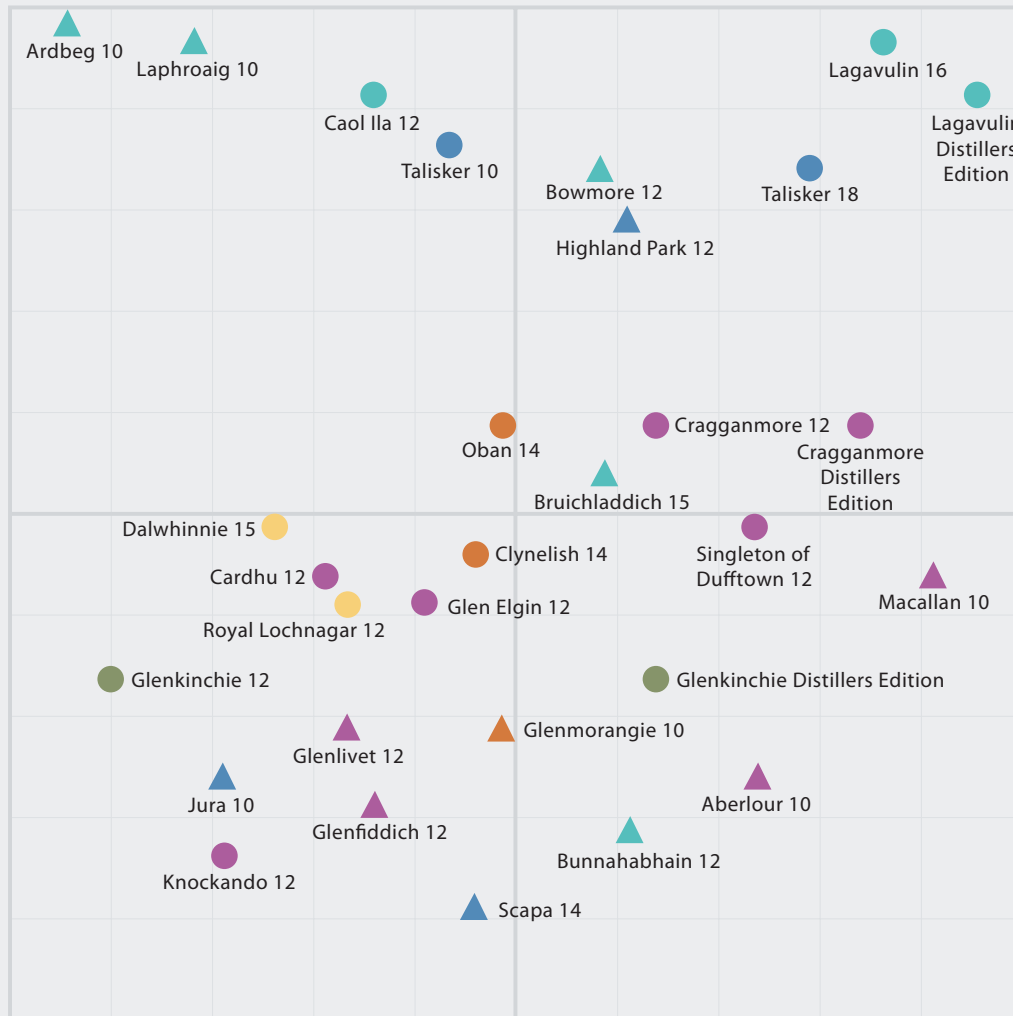
SMOKY

Pungent smoky, peaty richness

Leafy, stewed fruit ripeness

LIGHT

Fresh fruit, citrus crispness



Dried fruit, sherry richness

RICH

Spiced, woody complexity

Floral, herbal, grassy freshness

DELICATE

Nutty, barley, biscuity subtleness

● Malts with this shape symbol are part of the CLASSIC MALTS Selection owned by Diageo Scotland Limited.

▲ Malts with this shape symbol are not part of the CLASSIC MALTS Selection

The colours relate to the regional map of Scotland on the inside cover

How to use the Flavour Map

The Flavour Map makes it easy to identify where the subtle similarities and distinct differences can be found, so you can explore the whisky landscape with confidence.

On the vertical axis, whiskies are plotted as to how **smoky** or **delicate** they are, while the horizontal axis plots whiskies on their **light** or **rich** qualities.

If, for example, you love *Royal Lochnagar* (both **light** and **delicate**) you might enjoy the nuances of *Glen Elgin* or *Dalwhinnie*. Or for a complete contrast, go for a malt from the other side of the map, such as the **smoky** and **rich** *Lagavulin*.

Whether you're shopping for yourself or trying to buy a gift for a friend, think of the map as a starting point for new discoveries. By all means go straight from A-Z, but it's much more fun if you meander a little. The important thing is to enjoy the journey.

A Guide to Flavours

The Flavour Map plots single malts on two axes. This means it's easy to see where a whisky sits based on its characteristics.



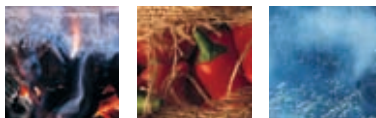
Light

This end of the vertical axis houses whiskies whose characteristics exhibit fresh flavours: green grass, soft fruits, cereal. Such flavours tend to reflect the processes followed by a distillery, such as fermentation or size and shape of the stills.



Rich

Whiskies at the **rich** end of the axis contain characteristics often derived from the nature of the wood used during maturation. Typical flavours range from vanilla (given by American oak casks) to nuttiness to cigar box, chocolate and dried fruit (from European oak casks). Whether a cask is first fill or refill will make a difference to flavour.



Smoky

Single malts found in the two **smoky** quadrants all contain discernible levels of peat, which is burned in the malting process. Ranging from scented smoke and bonfires, to kippers and lapsang souchong, they're epitomised by Islay malts such as *Lagavulin* and *Caol Ila*.



Delicate

The whiskies at this end of the axis normally use no peat in the malting process. While movement up the axis sees an increase in complexity, this is without any discernible level of smokiness derived by peat. Towards the **light** end there is a floral, grassy freshness. Moving towards the richer side of the map, subtler nutty, barley and biscuity flavours start to come through.