

## JW Marriott Mumbai launches an exclusive Whisky Club with an Evening of Revelations with Glenmorangie.

With a vision to add zest and zeal to the lives of passionate Whisky drinkers JW Marriott [Mumbai](#) launched its very own '**Whisky Club**' with *lot of* panache *and* elegance. JW Marriott Mumbai has introduced this unique concept as a common ground for Whisky lovers to experience a wide range of world class bourbons and as a chance to interact with some of most famous Whisky brands in the world. The Whisky Club intends not to limit itself to Whisky connoisseurs, and is keen on welcoming first-timers as well.

This exclusive Whisky Club opened its invitation to select members on the 6th of June, and the highlight of the launch was an interaction with Dr. Bill Lumsden, Head of Distilling & Whisky Creation, Glenmorangie. Dr. Lumsden is regarded by the malt whisky industry as the pioneer of wood management, producing whiskies that have truly changed the single malt market.

The evening revealed a kaleidoscopic journey for all. Mr. David Graham, Glenmorangie House Head Chef prepared a special menu - a gastronomic adventure paired with the complex and aromatic Glenmorangie whisky.

Glenmorangie offers the most alluring sensory adventure in Malt Whisky. A liquid catalyst that ignites all of your senses, thrilling and stimulating your whole being&hellip;the velvet explosion! This spirit originates in the Scottish Highlands, at the Glenmorangie Distillery, founded in 1843. Glenmorangie is always revealing - a sensory adventure that makes Glenmorangie, and everyone who touches it, irresistible, illuminating and truly memorable.

The launch promises to celebrate the rich tradition of whisky drinking and will also be organizing regular chef tables, interactions with world class Whisky experts and of course irresistible Whisky tasting sessions.

Speaking on the occasion **Duncan Pitfield, Director of Operations, JW Marriott Mumbai** said, 'India has the world's largest Whisky market and true Whisky lovers deserve to experience the finest. This is precisely what the JW Whisky club will offer. Keeping in mind the popularity of Whisky in India, we have decided to give eager palettes an opportunity to savor the flavor and learn more about the Art of Whisky Drinking. With the club we look forward to give our members the best Whisky drinking experience.'

**Ashwin Deo, Managing Director, Moët Hennessy India** reveals, 'Glenmorangie, the most aromatic and most complex single malt Scotch whisky, has always been synonymous with tradition, innovation and luxury. Enjoyed by connoisseurs around the world Glenmorangie is truly the embodiment of pure decadence.'

He adds, 'It gives us immense pleasure in augmenting the brand's association with luxury by taking the next step towards reaching ardent single-malt lovers, with the JW Marriott Whisky Club. Through this unique endeavor, we hope to consolidate Glenmorangie reputation for the finest taste and aroma and are confident of bringing together aficionados to enjoy the experience that is a fine single-malt'.

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