



Tourist Board Training

Scotch Whisky Awareness Training Half Day Course

9.00am Introduction & Coffee

9.30am What is Scotch Whisky?

(A look at the differences between Single Malt & Blended Scotch and where it all started)

10.00am The Differences between Scotch Whisky & the Best of the Rest

(Placing Scotch amongst other internationally renowned drinks)

10.45am Coffee Break

11.00am Sensory Perception & the Appreciation of Scotch Whisky

(Learning to nose & taste Scotch – inspiring, enthusing & motivating the sellers!)

12.30pm Team Quiz

(A chance to consolidate all the information in a fun & informal way)

1.00pm Close (or Lunch)

A Certificate of Attendance is provided on completion of the session.



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