

WHISKY-LOVERS-ENCYCLOPEDIAE ©

A PLEA FOR THE RIGHT TO TECHNICAL INFORMATION FOR WHISKY LOVERS

Committed, curious, and knowledgeable **whisky lovers** are not claiming a privilege. They are asserting what they consider a legitimate right: **the right to gain an in-depth understanding of the spirits they taste, appreciate, and defend**. At a time when **whisky** has become a **global** product, heavily exposed to **commercial strategies** and **simplified narratives**, access to **clear, precise, and honest technical information** is more essential than ever.

Whisky lovers are no longer satisfied with discourse limited to dominant aromas or standardized marketing storytelling.

Their approach is rooted in a **sincere desire** for **understanding**: understanding **distilleries**, their **history**, their **technical choices**, their **real constraints**, and the **production processes** that shape **the identity of each whisky**. Barley type, malting methods, fermentation duration and conditions, still geometry and heating, cut policies, cask selection and management, maturation environment : these elements are not secondary; they are **intrinsic to the product**.

Requesting such information is neither intrusive nor excessive. It is an acknowledgment that **whisky** is a **cultural, technical, and historical** product before being a simple consumer good.

Most enthusiasts who ask these questions are well aware of the **distinction** between **genuine trade secrets** and **structural data related to production processes**.

Their goal is not to imitate or compete with a distillery, **but to understand why a whisky displays a certain texture, aromatic profile, or evolution in the glass**.

This position finds a clear echo in the article **“Surviving the Storm”**, published in Whisky Magazine, Issue 211. The article highlights a frequently underestimated reality: in the face of market turbulence and increasing industrialization, **transparency** appears not as a threat, but as a **response**. A response to the expectations of an audience that is increasingly informed, demanding, and engaged.

Refusing to address these requests, in the name of simplified communication or excessive caution, **ultimately weakens the bond between distilleries and whisky lovers**. Conversely, **embracing** a controlled, contextualized, and educational form of transparency strengthens **producers’ credibility and fosters a lasting relationship of trust**.

It is also essential to emphasize the fundamental role played by these curious whisky lovers: they are very often indeed, almost constantly the **natural ambassadors** of the whiskies they appreciate. Their voices circulate within tasting circles, clubs, specialist fairs, whisky bars, and

online discussions. When grounded in solid technical knowledge, this discourse becomes a powerful vector of value for distilleries, **far more credible than any promotional messaging**.

Defending the right to technical information is therefore not about opposing **enthusiasts** and **producers**, quite the opposite. It is about recognizing their **interdependence**. Distilleries create whisky; informed enthusiasts understand it, transmit it, and defend it. In a world where authenticity has become a central value, chosen and assumed transparency does not weaken the whisky industry: it protects it, legitimizes it, and anchors it over the long term.

This plea does not call for total disclosure, nor for standardized discourse. It calls for recognition: recognition of the maturity of whisky lovers and of their active role in preserving, understanding, and transmitting **whisky culture**.

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