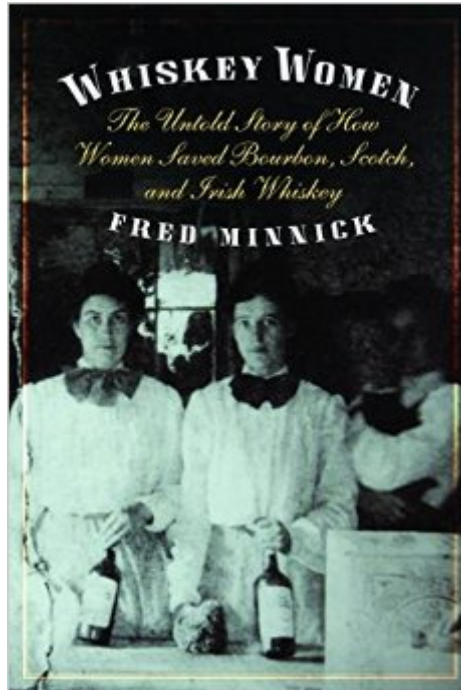


The book was found

Whiskey Women: The Untold Story Of How Women Saved Bourbon, Scotch, And Irish Whiskey



Synopsis

Without women, whiskey may not exist. In *Whiskey Women*, a Wall Street Journal-bestselling author Fred Minnick tells the tales of women who have created this industry, from Mesopotamia's first beer brewers and distillers to America's rough-and-tough bootleggers during Prohibition. Women have long distilled, marketed, and owned spirits companies. These strong women built many iconic brands, including Bushmills, Laphroaig, and Maker's Mark. Until now their stories have remained untold.

Book Information

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Customer Reviews

"Whiskey Women: The Untold Story of How Women Saved Bourbon, Scotch, and Irish Whiskey" is so important that I own(ed) 3 copies of it. I have carried it around with me for months, inhabiting it. I have consumed a pre-release publisher's timed self destructing electronic edition (based on my reviewer status), a signed hard cover (destroyed in an accident), and finished with a kindle edition. I consider it an important book - the kind that can change your view of the world. Or at least of the whisky world - and, in my view, that counts for a lot. The particular view that "Whiskey Women" undoes is the notion that whiskey is a man's drink and that, after that fact, it's OK for women to like it too. The "it's OK, honey, I'll scoot over for you and make room for you on this bench on the whiskey express" notion that is embodied in such facts as whiskey marketing people developing extremely light whiskies to be marketed to women and developing flavored whiskies specifically to appeal to the women's market. For example: "Though industry officials don't like to talk about it,

it's no secret that one initial aim of the [flavored whiskey] bottlings was to bring women into the whiskey fold. I don't think it's a major effort to go after female drinkers in an aggressive way," Mr. [Dave] Pickerell said.-- from the 2013/06/26 Times article in the Dining section titled "Flavored Whiskeys Expand The Market". This point of view is nothing new.

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