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Still Going Strong: A History Of Scotch Whisky Advertising



Synopsis

Johnnie Walker Red Label, Black & White, Bells, J&B, Talisker, Lagavulin; all world famous brands, but what are their origins and what is their history? Whisky, perhaps Scotland's most famous export, has been produced for centuries, but in the 19th century, production moved away from small stills to the sort of mass production we see today. With the growth in larger distilleries, there was a matching growth in whisky branding and advertising. Scotch, whether Malt or blended is now produced by large companies, and the brands are known the world over.

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Customer Reviews

John Hughes was in the enviable position of being marketing director for the Famous Grouse and has been at the forefront of branding and marketing one of Scotland's most famous whiskies. He lives in Perthshire, close to yet another distillery at Glenturret. This is his second book on whisky for Tempus Publishing.

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