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Whisky: Technology, Production and Marketing (Handbook of Alcoholic Beverages)

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From Academic Press : Whisky: Technology, Production and Marketing (Handbook of Alcoholic Beverages) before purchasing it in order to gage whether or not it would be worth my time, and all praised Whisky: Technology, Production and Marketing (Handbook of Alcoholic Beverages):

0 of 0 people found the following review helpful. A scientists dream bookBy jtaylorIn the onset of starting a craft distillery and this book has been an extremely valuable resource for me. It is heavy on the deep science explanations for reactions and interactions of chemicals in the distilling process starting with grains all the way to barreling. If you don't have a science background (biology/chemistry) this book is full of jargon that may make you wish you hadn't spent the money on it, but if you're committed to taking the time to over come your lack of knowledge in the sciences (which you would be wise to do if you are serious about becoming a distiller) this book will teach you what's really going on in the distillery. Well written, well organized and easy to use. I'm so glad I decided to buy this book!10 of 10 people found the following review helpful. Whisky:Technology, Production and MarketingBy Gary SpeddingThis book is the first volume in what seems set to be an important and major series: the Alcoholic Beverage Series, edited by a highly esteemed trio of experts in the respective fields of brewing and distilling. This first, highly specialized volume, Whisky: Technology, Production and Marketing, is brought to us via the considerable editorial talents of Dr. Inge Russell who has presented the works of 14 qualified (peer reviewed and respected) individuals in one comprehensive and highly readable text. Apart from The Science and Technology of Whiskies, edited by J.R. Piggott

et al, and which was published back in 1989 there has never been such a technical volume dedicated to one type and style of distilled alcoholic beverage. Some books including the so called "Alcohol texts" were published in the 1930s and 1940s (some recently reprinted) and even some within the past 20 years but these were either of a more generalized nature or were non-peer reviewed vehicles that entertained us with a promotional bias towards particular interests or authors and furthermore, which, while still useful, are of course considerably out of date. The up-to-date volume by the team assembled by Dr. Russell covers all aspects of the topic starting with raw materials and progressing through all processes involved in the manufacture of finished products and beyond. Both malt whisky and grain whisky production is entertained. Scotch whisky is placed in context with its Irish, N. American and Japanese counterparts. Batch and continuous distillation topics are adequately and evenly presented. Fermentation and its associated biochemistry and microbiology gets a fairly detailed presentation. Flavor terminology (an ever expanding and important subject) and quality control issues are given appropriate coverage along with the compositional analysis of whisky. The vast and fascinating topic of oak wood-based maturation, aging and blending are admirably presented; this latter topic worthy of the cost of the book in and of itself in this reviewer's opinion. The volume certainly fills a very wide gap in the literature concerning alcoholic beverages. The book will provide a "definitive" and excellent textbook, but even better than that, it will be useful and valuable to all who wish to delve deeper into the art, the science and the histories and "mysteries" of this most fascinating beverage. In short and in summary, there is clearly something here for everyone who enjoys and truly appreciates whisky and other distilled beverages at, for its extensive yet readable coverage, a pretty modest price. You will be "tapping" into this potential classic volume on frequent occasions for many years to come. 0 of 0 people found the following review helpful. Worth the money By Opticmalt Timeless info that will appeal to anyone thinking about getting into the business! If this book is available buy it! It's really hard to find and went out of print a long time ago. I refer to it weekly!

Whisky: Technology, Production and Marketing explains in technical terms, the science and technology of producing whisky, combined with information from industry experts on successfully marketing the product. World experts in Scotch whisky provide detailed insight into whisky production from the processing of raw materials, to the fermentation, distillation, maturation, blending, production of co-products and quality testing, as well as important information on the methodology used for packaging and marketing whisky in the twenty-first century. No other book covers the entire whisky process from raw material to delivery to the market in such a comprehensive manner and with such a high level of technical detail. * Only available work to cover the entire whisky process from raw material to delivery to the market in such a comprehensive manner* Includes a chapter on marketing and selling whisky* Foreword written by Alan Rutherford, former Chairman and Managing Director of United Malt and Grain Distillers Ltd.

"Literature discussing whisky processing with respect to the 'art of beverages'; production is numerous, however few reference textbooks consider the science and technology behind whisky manufacturing. Whisky: Technology, Production and Marketing therefore presents detailed information on both the 'art of beverages' and the scientific aspects behind Scottish whisky production...an excellent source of detailed information on the scientific aspects of whisky production...It should appeal to all researchers with interests in distilled spirits, and the casual reader with interest in drinking such high quality products." (John F. Kennedy Francois Meullenet, University of Birmingham Research, U.K., November 2004) "There is no doubt that it is an important contribution to the literature available on whisky and will be welcomed by all with an interest in this subject...This is an excellent book, which was badly needed. It has a consistent style, reads well and will I am sure become standard reference and learning text. Effort has been made to minimize the cost of this hardback edition for which we can be thankful. Students of distilling can rejoice!" - JOURNAL OF INSTITUTE OF BREWING (2003) "This well-written book provides a wealth of useful information on all aspects relating to whisky production...Overall, this is a well-conceived, well-written, and well-organized book. This will prove to be an excellent addition to the bookshelf of any undergraduate or Masters level student who wishes to understand the field of whisky production and marketing." - ALLTECH (OCTOBER 2003) "5/5 stars This book is worth owning!! This book is a real gem, it is well written by writers very knowledgeable in their field...I highly recommend this book and look forward to the next volume in the series." - Robert Piggot (SEPTEMBER 2003) About the Author Inge Russell is the Editor-in-Chief of the Journal of the Institute of Brewing, a Visiting Professor at Heriot-Watt University, Edinburgh, Scotland, a Professor at the Alltech Brewing and Distilling Academy and a Fellow of the Institute of Brewing. She has over 40 years of research experience in the brewing and distilling industry. She has served as President of both the American Society of Brewing Chemists (ASBC) and the Master Brewers Association of the Americas (MBAA). She holds a PhD and DSc from the University of Strathclyde in Scotland. She has authored over 150 papers in the area of yeast biotechnology and is a co-founder and co-editor of the journal "Critical Reviews in Biotechnology". Graham G. Stewart has been Emeritus Professor in Brewing and Distilling at Heriot-Watt University, Edinburgh, Scotland since he retired in 2007. From 1994-2007 he was Professor of Brewing and Distilling and Director of the International Centre for Brewing and Distilling (ICBD), Heriot-Watt

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Inge Russell is the Editor-in-Chief of the Journal of the Institute of Brewing, a Visiting Professor at Heriot-Watt University, Edinburgh, Scotland, a Professor at the Alltech Brewing and Distilling Academy and a Fellow of the Institute of Brewing. She has over 40 years of research experience in the brewing and distilling industry. She has served as President of both the American Society of Brewing Chemists (ASBC) and the Master Brewers Association of the Americas (MBAA). She holds a PhD and DSc from the University of Strathclyde in Scotland. She has authored over 150 papers in the area of yeast biotechnology and is a co-founder and co-editor of the journal "Critical Reviews in Biotechnology".

Charles W. Bamforth, PhD, DSc, FIBD, FIBiol, FIAFoST is the Anheuser-Busch Endowed Professor of Malting and Brewing Sciences at the University of California, Davis. He has held positions as director of research for Brewing Research International and as research and quality assurance manager for Bass Breweries in the UK. He is the author of numerous books and papers as well as being the editor-in-chief of the Journal of the American Society of Brewing Chemists. Dr. Bamforth specializes in the science of malting and brewing. His current research program focuses primarily on the wholesomeness of beer, including studies on the psychophysics of beer perception, on polyphenols and on the residues from non-starchy polysaccharide digestion that constitute soluble fiber and potential prebiotics in beer. Research in the laboratory also embraces the enzymology of the brewing process, foam stability, preventing oxidation in wort and beer and alternative paradigms for beer production. He has received the Award of Distinction, American Society of Brewing Chemists, 2011, and the Cambridge Prize, Institute of Brewing, 1984. Graham G. Stewart has been Emeritus Professor in Brewing and Distilling at Heriot-Watt University, Edinburgh, Scotland since he retired in 2007. From 1994-2007 he was Professor of Brewing and Distilling and Director of the International Centre for Brewing and Distilling (ICBD), Heriot-Watt University. For 25 years prior to this he was employed by the Labatt Brewing Company in Canada, holding a number of scientific/technical positions and from 1986-1994 was its Technical Director. He holds a PhD and DSc from Bath University and is a Fellow of the Institute of Brewing. He was President of the Institute of Brewing and Distilling in 1999 and 2000. He has over 300 publications (books, patents, review papers, articles and peer reviewed papers) to his name and is a co-founder and co-editor of the journal "Critical Reviews in Biotechnology".