

DEWAR'S

The Jubilee Spirit



Nothing more refreshing

Whisky Nostalgia

by Neil Ridley

With so many people today succumbing to a touch of nostalgia one may wonder what triggered it. Do we want to escape our everyday life to seek refuge in a time where we felt safe and content? And how does this trend influence the whisky makers?

Feeling a strange, warming, fuzzy fondness in your bones about a favourite whisky brand? Can't stop thinking that the past was in some way better than the present? Chances are, you're suffering from an acute case of Nostalgia'itis: a syndrome, which is seemingly sweeping the whisky business at the moment. Read on about the symptoms and what to do if you're beginning to have feverishly protective feelings towards Port Ellen all of a sudden.

If you've been an avid MWYB reader since 2012, you may be aware from a number of my previous articles that I'm a man of 'a certain age' when it comes to how a whisky brand's marketing department would categorise me. By this, I'm not a Millennial (the supposed golden goose for the future of global whisky sales) but stuck somewhere in the middle of Generation X: a weird, sprawling mass of people born between 1965 and 1984 with money to spend. I say sprawling because the distinct differences in culture and consumption between the 60s, 70s and