

## CPC Whisky Enthusiasts: We're Creating Something Big!



Dear CPC Whisky Enthusiasts:

The CPC is widely regarded as Calgary's premier private business club, and in addition it has been recognized for its spectacular wine cellar, touted as one of the finest in Western Canada. Members have found great enjoyment and pride in this program, and recently a handful of volunteers have asked "why can't the CPC be a scotch and other whiskies destination as well"?

On Robbie Burns Day in 2018, Slainte Mhath: The CPC's Scotch and Other Whiskies Society was officially launched with a list of attendees over twice as many as our initial estimates. Since our first event, we have steadily grown our society and have taken our members on tours throughout the world's greatest whisky producing regions, all within the comfort of our own Club.

Now, we are very excited to announce that the CPC will soon be receiving our own private label whisky! After tasting several cask samples, your Slainte Mhath committee has unanimously chose a 13-year-old inaugural expression, which was aged in an American Oak cask and finished in a French Oak cask. It hails from Slainte Mhath's favourite Tomatin Distillery and is exclusive to the CPC.

**You will not find this whisky anywhere else in the world.** 250 bottles were created, and almost 30% of bottlings have already been sold out before pre-ordering has even opened. This collector's item will sell for \$105 for Slainte Mhath VIP members and \$120 for non-Slainte Mhath CPC members. This is to be the Petroleum Club's first ever-exclusive whisky bottling, and certainly not its last. Slainte Mhath's growing VIP membership which costs \$75 and is limited to 100 members, punches above its weight offering significant benefits to members. Among a long and growing list of benefits, highlights include 10% off whisky singles and 20% off doubles at The Club, 10% off from select whisky retailers, \$10 off Slainte Mhath events, 10%-20% off cigars from the TO Cigar Boutique, a free annual gift, and three new very exciting benefits: The CPC's first ever exclusive bottling, branded crystal-cut Glencairn glasses, and an array of future whisky tours.



For the CPC to advance its status as a whisky destination, it needs to have a strong whisky club which of course, has already been proven. The next step in becoming a whisky destination is to offer our own private label of whisky which we are excited to announce, will be available for purchase starting in October 2019.



In addition to its own exclusive whisky expression, a strong whisky club should also offer branded whisky accessories for purchase. The CPC currently offers branded Glencairn glasses, whisky rocks, and most recently, stunning CPC branded crystal-cut Glencairn glasses, which are arguably the finest vessel in which a dram can be poured. These crystal-cut glasses, which typically retail for \$50-\$60 each, will be sold to Slainte Mhath VIP members with gift box for \$40, and non-Slainte Mhath members for \$44.



Additional strengths of a great whisky club include stocking its bars with a carefully selected array of whiskies including those that are well-known and those that are unique. Beginning in the fall, the CPC will expand its whisky menu, offering a higher number of exclusive bottlings, in addition to showcasing a Slainte Mhath voted “favourite” bottle that will rotate every two months.

Finally, a strong whisky club should endeavour to offer educational whisky excursions for its members because let’s be frank, it’s good to get outside every once and a while. Your Slainte Mhath committee, is looking to do just that. Committee member and Executive Bourbon Steward Lance Shilliday is currently exploring long term options to explore Scotland’s whisky regions and the Bourbon Trail, as well as short-term options to explore distilleries here in Calgary and across Alberta.

In addition to our incredible achievements in such as short timeframe thanks our dedicated volunteers, we always continue to explore other options that will add value to our membership. Your Slainte Mhath committee has been stewarded by Marlene Evanow, Chris Sikorsky, Richard Black, Lance Shilliday, Steven Wolfe, Dawn Wambold, and Ryan Ackers; and our work would not be possible without the contributions from Glenda Marr and Toni-Marie Ion-Brown, along with the support from CPC’s Board, CPC members (especially our VIP members), and the generous support from Co-Op World of Whisky. Together, we are creating more value for our members through whisky, while also doing our small part in raising the CPC’s profile. However, none of this would be possible without your support.



**Your support will determine how high we will go. How can you support the CPC and it’s Slainte Mhath Society?**

- Join us for our bi-monthly tastings. The next “Early Winter Edition” tasting will take place on **September 20<sup>th</sup> starting at 6:30pm and will feature an exciting in-depth Slainte Mhath update**, as well as a special guest presentation from our Scotland whisky tour partner.
- Slainte Mhath will host a Whisky Masterclass featuring Anthony Wills, Founder and Managing Director of Kilchoman Distillery on November 1<sup>st</sup>, 2019
- Consider purchasing a Slainte Mhath VIP membership. If you are a whisky enthusiast, it would be difficult to not recoup the \$75 cost of membership given the significant discounts it provides
- Consider purchasing the CPC’s first ever exclusive bottling and our first ever crystal-cut Glencairn glasses before they sell out (they won’t last long)
- Join us for the third annual **Whisk’d Away on October 17<sup>th</sup>, 2019**
- Spread the word and help us amplify our buzz
- Let us know your thoughts.

Be sure to keep an eye on all things whisky at the CPC, and **please join us on September 20<sup>th</sup> for our exquisite tasting with very important updates for the Slainte Mhath Scotch and Other Whiskies Society.** We hope you enjoy a great remainder of your summer in the meantime.

Slainte Mhath,

Ryan Ackers  
Slainte Mhath Committee