



The Myth, the Mafia and the Magic: The History of the Edradour Whisky Distillery

Andrew Cameron

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The Edradour Whisky Distillery is the smallest, longest-running distillery in Scotland and receives over 50,000 visitors a year from all over the world. As the last remaining distillery of its size, visitors get a true sense of how a distillery worked in the 19th century. Everything at Edradour is on a small scale; production levels for an entire year are the equivalent to what a big distillery produces in a couple of weeks, but the whisky is much sought-after and is exported to over 30 countries around the world. The Myth, the Mafia and the Magic tracks the history of the distillery, from the days of illicit distilling in the 18th century through to today and the plans that the current owner has for the future. Along the way, myths about the distillery are dispelled and the true story of how it got involved with the head of the New York Mafia is revealed. The Edradour distillery is loved by visitors and whisky fans around the world, but how did it manage to survive when similar distilleries were closing? What plans are there to preserve its charm, whilst ensuring its future? This fascinating book is an insight into the whisky trade in Scotland, as well as the distillery itself, and is a must-read for all whisky drinkers. Best enjoyed with a wee dram, The Myth, the Mafia and the Magic is the only book specifically on the subject of the Edradour Whisky Distillery and has been written by whisky aficionado and business communication consultant, Andrew Cameron, who works with brands such as John Lewis Partnership, Pearson Plc and PepsiCo Europe.

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