

World Whisky Forum 2020 goes Westland.



The Third World Whisky Forum will be held February 18-20, 2020.

“Growing Flavour”

The third World Whisky Forum, a conference for initiated people from the Whisky Industry, moves from Europe to the USA, following the same path that whisky did over 2 centuries ago.

At the last World Whisky Forum, Colin Spoelman from Kings County Distillery in Brooklyn, NY described the remarkable development of a whisky-making tradition on the North American Continent. Hundreds of deeply knowledgeable and innovative distillers are emerging, developing new and fascinating whisky using various raw materials and intelligent craftsmanship to explore the amazing world of flavours.

Moving to America, and Westland Distillery in Seattle specifically, was a natural next step for the World Whisky Forum.

The world of whisky is growing and we all need to understand the importance of sharing experiences—both our achievements and failures. The Forum was created to bring people from the industry together, in a collaborative, creative, and inspiring setting, to talk about whisky.

The Pacific Northwest provides the perfect backdrop for the Third Forum. In the mild climate and friendly, open-minded attitude of the region, we'll all have the opportunity to look closer at the whisky-making process from all angles, from seed to whisky.

Matt Hofmann, Westland's master distiller and co-founder, will host the event. Matt has been a major part of the two earlier Forums, as a speaker at the inaugural event at Box/High Coast in Sweden and as a delegate—and frequent contributor to the discussions—at last year's gathering at Cotswolds Distillery in England.

The overall theme next year will be “Growing Flavour”. The importance of provenance and sense of place is becoming an important element within 21st century whisky. New relationships are being built with farmers, foresters, coopers, and maltsters to further develop whisky's flavour palette. The new interdisciplinary approach and multitude of approaches to flavour will act as the foundation for our discussions in 2020.

Event organiser, Jan Groth said: “It is a great honour to be able to work more closely with Matt Hofmann and his team at Westland, and we're looking forward learning from (and with) some of the worlds foremost experts from the global whisky industry.”

Tickets will be available later this Spring. Please visit our website through the coming months for further upgrades regarding speakers and schedule.

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