

BTS NRC 2013

Source : www.my4n-news.com/

FRENCH WHISKY MAKERS TAKE ON THE COMPETITION

France is the world's biggest consumer of Scotch whisky per capita, but there are still only a handful of whisky producers. The first, a distillery in Brittany, decided 20 years ago that it would take on the Celtic competition with 'Le Whisky'. Duration: 01:54

This cask contains whisky. Not Scottish, not Irish, not even American. No, this distillery is French. Breton, to be precise.

France is the world's biggest consumer of Scotch whisky, but didn't produce any whisky of its own until this man came along.

Twenty years ago, facing falling demand for his traditional liqueurs, Yves Leizour decided to launch France's first whisky distillery.

Why whisky? It's simple: Brittany is part of the Celtic nations. You have whisky in Scotland and in Ireland, so why not in Brittany. That idea is now well-established.

Whisky production in Brittany is really no different from its northern neighbours. But the French challengers say their milder weather gives them the edge.

The main difference we have is the climate. We have the sea nearby. Humidity is almost as the humidity in Scotland. But we usually get two or three degrees more than in Scotland so the whisky tends to mature a little faster.

And faster maturation means a higher alcohol content when it's time to drink the brew. An undeniable strength.

It's got character and taste and it's a little, I wouldn't exactly say oily but it's smooth and strong at the same time and it slides down easily.

Compared to the whiskies I've tasted, this would hold its own.

With hundreds of thousands of bottles produced per year, the Warengem distillery also holds its own. It may still be tiny compared to the Scottish competition. But Bretons are known for being tenacious and hope that one day 'Le Whisky' will become a global household name.