

CASK & CONVERSATION

the finishing room

the opportunity

KEEP THE SHARED TASTING.
BRING THE FLAVOURS TO LIFE.

Retain the familiar ambassador-led opening.
Then explore three sensory tables.

Real fruit, food and aroma cues bring each whisky’s notes into the room.

One simple action per table gives guests something to try and discuss.

An intimate, repeatable format for 40-50 guests.



the idea

THE FINISHING ROOM.

One room. Three tables.
See it. Smell it. Taste it.

Every table is built from its whisky's actual tasting notes.

Flavour becomes the decor.

12 · Citrus, peach, honey and vanilla.
15 · Dried fruit, chocolate, nuts and spice.
18 · Citrus, flowers, dried fruit, nuts and spice.



the evening at a glance

GATHER → TASTE TOGETHER → EXPLORE → CONVERSE → STAY

Welcome and networking. Introduce the evening.

Keep the current guided tasting: Glenmorangie 15, Signet and Ardbeg.

Open tables 12, 15 and 18. See, smell and taste the flavour cues.

Compare 12, guess the notes in 15, and try the pairing with 18.

Return to food, seating and host-led conversation.

taste together

THE SHARED OPENING
Retain the current ambassador-led tasting and conversation.

GLENMORANGIE 15
Introduce the aged portfolio: sweetness and spice from bourbon and Oloroso sherry casks.

PAUSE FOR SIGNET
A short craftsmanship story and shared sip. Coffee, chocolate an and butterscotch.

A smoky contrast and a shared conversation.

THEN OPEN THE THREE TABLES
Explore Glenmorangie 12, 15 and 18 at your own pace.



choose your table

GLENMORANGIE 12
Explore citrus, peach, honey and vanilla.
Try neat → with water → on the rocks.

GLENMORANGIE 15
Taste first. Guess the notes. Uncover the ingredients and answer card.

GLENMORANGIE 18
Explore citrus, floral aromas, fruit, nuts and spice.
Try a pairing and return to the whisky.

Every table has real ingredients, aroma cues and tasting bites.

Hosts guide one simple action. Food and scent samples stay separate from the whisky.



Glenmorangie 12

GUEST ACTION
Taste 12 neat, with a few drops of water, then over ice. Explore the ingredients and compare what you notice.

FLAVOURS ON THE TABLE
- **See:** mandarins, oranges, peaches and vanilla pods.
- **Smell:** citrus peel and vanilla jars.
- **Taste:** orange and peach pieces, honey and a vanilla cream bite.

THE STORY + SETUP
12 years in ex-bourbon casks; 40–43% ABV.
Bottle; tasting + rocks glasses; water; droppers; ice + tongs; ingredient bowls; covered bites; cards; host.

THE CONVERSATION
“Which flavour stands out neat, with water or with ice?”
Menu, portions, dietary options and whisky pours: TBC



table one



table two

Glenmorangie 15

GUEST ACTION

Taste 15 before lifting the covers. Write up to six flavour notes. Uncover the ingredients, smell and taste the cues, then check your guesses.

FLAVOURS ON THE TABLE

- **See:** raisins, honeycomb, dark chocolate, hazelnuts, cinnamon and cloves.
- **Smell:** cinnamon, clove and chocolate jars.
- **Taste:** raisins, honeycomb and chocolate-covered hazelnuts.

THE STORY + SETUP

15 years; bourbon + Oloroso sherry casks; 43% ABV.

Bottle; glasses; water; covered ingredient trays; aroma jars; bite dishes; guess cards; pencils; answer card; host.

THE REVEAL

Raisin · honeycomb · chocolate · hazelnut · cinnamon · clove.

One point per note; agreed synonyms accepted. 4+ correct: proposed pocket tasting notebook.



table three

Glenmorangie 18

GUEST ACTION
Taste 18. Explore the aroma cues and try a small pairing bite. Return to the whisky. “What did the food bring forward?”

FLAVOURS ON THE TABLE

- **See:** citrus, dates, figs, nuts and floral styling.
- **Smell:** honeysuckle, narcissus and jasmine scent cards; spice and wood-smoke aroma jars.
- **Taste:** caramelised citrus, dates, figs and nut-and-spice bites.

THE STORY + SETUP
18 years; ex-bourbon + Oloroso sherry casks; 43% ABV.
Bottle; glasses; water; ingredient bowls; scent cards; aroma jars; pairing plates; napkins; menu; seating; host.

THE CONVERSATION
“Which layer did you notice on the second sip?”
The card explains dried-fruit sweetness and Oloroso dryness.

Flowers are scent/display cues only.



flavour is the decor

Build the display from the supplied product notes.
Ingredients are flavour references, not additions to the whisky.
Serve bites separately. Keep aroma jars closed between uses.



SEE	SMELL	TASTE	TRY	RESET	LEARN
Real fruit, spices, nuts and ingredients	Lidded jars and floral scent cards	Small, individually served ingredient bites	One clear interaction at each table	Covered dishes, fresh portions and clean tools	One concise card and host prompt

Every note has a place. Every object has a purpose.

pause for signet

for four minutes

- Within the shared opening, pause for Signet.
  Guests smell, sip and share: “Coffee, chocolate or something sweet?”
- **WHAT IS SIGNET?**
  A Glenmorangie single malt using deeply roasted barley, called “chocolate malt”. Coffee, bitter mocha, dark chocolate, toasted hazelnuts and butterscotch. 46% ABV. The barley is roasted during production; no live roasting at the event.

- **WHAT IS NEEDED**
  Signet; clean glasses; water; trays; ambassador + service staff.

  Optional closed coffee/chocolate aroma jars support the story.

  Timing, aroma cues and pours: TBC with brand.



smoky perspective

for four minutes

- Retain Ardbeg in the shared opening. Smell and taste the whisky, then discuss its smoky contrast.

- **OPTIONAL SMOKE REVEAL**
  Lift a cover from a smoke-filled display glass. Let it disperse, then taste from separate clean glasses.
  Effect and ventilation:
  TBC with brand + venue.

- **WHAT THEY MAY NOTICE**
  Peat smoke, smoky fruit, sea spray and lime. Aged 10 years in bourbon casks. 46% ABV.

- **WHAT IS NEEDED**
  Ardbeg TEN; clean glasses; water; trays; host + staff.

  Optional covered display glass + food-service smoke equipment.



the finish

A simple record of the evening



The tasting card

A compact 12 / 15 / 18 note guides for each of the brands is collected by the guests.



The perfect pairing

the cards could also have the signature cocktail with Instructions for each of the brands



The optional reward

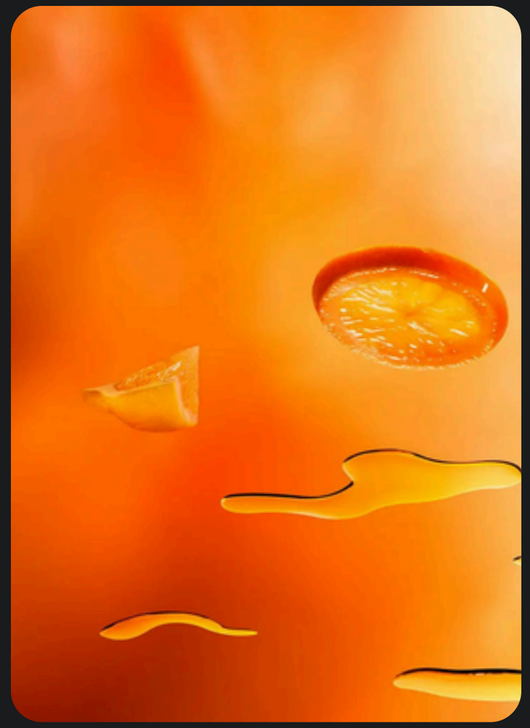
A simple takeaway can be added like Glenmorangie flavoured chocolates, or perfume as a simple take home lasting effect of the event



One discovery

Ask: “What flavour did you discover tonight?” Share one observation with the group.

design rules



Colour

One saturated Glenmorangie orange per table, used as a single plane behind it. Never as an accent



Material and light

Copper trays, glass jars, white cloth and small ingredient dishes. Warm light keeps food and whisky clearly visible.



One hidden detail

A discreet giraffe detail links the setting to Glenmorangie. Let the tasting ingredients lead the display.

Build the decor from real flavour cues. Keep food separate from aroma-only samples. Use clear labels and consistent heading, body and card sizes.



the people needed

ONE SIMPLE FORMAT.
The same whisky stories, sensory tables and host prompts travel across cities.

Same experience.
Fresh ingredients each time.

Ambassador

Lead the shared opening and explain the whisky stories using the brand-approved host script.

Table hosts

Guide each interaction, explain the sensory cues.

Production

Source jars, trays, signs and lighting. Confirm storage, transport and the reset plan.

Food + service

Prepare fresh bites, label ingredients and dietary options, and replenish portions and glassware.

TRAVEL OFTEN

scalability

One reusable display kit. Fresh ingredients sourced per edition.

THE CORE KIT

table 1 · 12

Fruit + vanilla + honey
Glasses + droppers
Water + ice tools
Ingredient dishes + cards

table 2 · 15

Covered ingredient trays
Spice aroma jars
Guess + answer cards
Bites + optional reward

table 3 · 18

Fruit + nuts + spice bites
Floral scent cards
Smoke aroma jar
Pairing plates + seating



a kit that travels

reuse

Trays; bowls; lidded aroma jars; covers; signs; droppers; ice stamps; lighting.

source locally

Fruit, honey, vanilla, chocolate, nuts, spices and pairing bites & florals.

print

12 / 15 / 18 note cards;
15 guess + answer cards;
ingredient labels; pairing menu;
cocktail menu's; table mats and lid covers

brand assets

the table center peices; glorifiers; bar; backdrops; photo op & other brand assets.
one set is made per city and we reuse it for the events.

Ingredients are sensory cues. No extra comparison liquids.


every cask leaves
a conversation
behind
EXTENTO
EXPERIENCES