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## Media Release

August 9, 2010 – for immediate release

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Event: 12<sup>th</sup> Annual Irish Whiskey and Scotch Tasting  
Date: 7:30pm, September 10, 2010  
Place: The Sparkman Auditorium, Mississippi Agricultural and Forestry Museum, Jackson, MS  
Cost: \$35 advance online / \$50 at the door, space permitting  
Information: [www.CelticFestMS.org](http://www.CelticFestMS.org)

### SUPPORTING CELTICFEST WITH A WEE DRAM

(Jackson, MS) The Irish Whiskey and Scotch Tasting, a public event now in its 12th year, is the only event of its kind in Mississippi. This home-grown Tasting is a benefit for CelticFest Mississippi, and has garnered quite a reputation, inspiring similar events at Celtic festivals throughout the country.

“Year after year, the Tasting grows in terms of attendance and presence,” says Nick Lord, who co-organizes the Tasting with Perry Launius at Wine & Spirits in the Quarter. “In 2009, we moved to a larger building and increased by 80 seats to 200, and we still sold out. That’s a concrete indicator of how special this event really is.”

The event draws regulars from as far away as New Mexico and California. Robert Packer, a former resident of Gulfport, moved to New Mexico after Hurricane Katrina. “But I’ve been back for CelticFest almost every year, and I don’t miss the Whiskey Tasting,” says Packer.

Because the event tends to sell out, organizers recommend that those interested in participating buy their tickets online through the CelticFest website ([www.CelticFestMS.org](http://www.CelticFestMS.org)) before midnight September 9<sup>th</sup>.

“This will be a very special year for the Tasting,” says Lord. “In the past, we’ve intermixed classic favorites, hard-to-find whiskies, as well as whiskey exclusive to the Tasting. This year is a first, in that every one of the whiskies to be served is new to the state since the tasting began twelve years ago. So, participants in this Tasting will be introduced to a complete portfolio of spirits before anyone else in Mississippi.”

The speaker for 2010, Peter Schwartz, is founder and President of an exclusive distribution company specializing in unique and hard to find spirits from around the world. Schwartz has worked in the industry for over 35 years. As a lifetime member of The Keepers of the Quaich, the exclusive Scotch whisky society, Peter brings his nosing and tasting skills along with his mastery of knowledge of whisky to both entertain and educate us all about ‘the nectar’.

The Irish Whiskey and Scotch Tasting will feature special whiskeys and products for 2010, cheeses, crackers, dips, and such furnished courtesy of Fenian's Irish Pub, and exclusive give-aways. Each participant will exit the Tasting with a firm grounding on the process of distilling and insight into what makes each whiskey distinct.

Fenian’s Irish Pub treats the Tasting participants well with catered confections to cleanse the palate. Far from their normal pub fare, the hors d'oeuvres are fit for the subtle tastes coaxed from the spirits.

It is important to the organizers of the Tasting and of CelticFest Mississippi that participants drink responsibly. “We always encourage folks to bring a designated driver, and we have tables and soft drinks just for ‘DD’s’ at the Tasting,” says Lord. “Also, there’s plenty going on to entertain, since CelticFest kicks off at the same time with multiple stages running simultaneously until midnight, hours after the end of the Tasting.”



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This event is sponsored by Wine & Spirits in the Quarter and Fenian's Irish Pub to raise funds in support of CelticFest Mississippi. The Tasting starts at 7:30 pm on Friday, Sept 10. Tickets are available online up until midnight Sept 9<sup>th</sup> for \$35, and limited quantities available at the door at \$50. Tasting participants can enjoy the stage performances of Celtic music and dance for the rest of the evening.

Information about the Irish Whiskey and Scotch Tasting may be found on the CelticFest website ([www.CelticFestMS.org](http://www.CelticFestMS.org)), or by calling Wine & Spirits in the Quarter at (601) 366-6644.

To purchase tickets, purchase them online through the CelticFest Mississippi website ([www.CelticFestMS.org](http://www.CelticFestMS.org)) before midnight on Sept 9<sup>th</sup>. Questions about reservations may be directed to Valerie Plested at 601-376-9866.

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