



Welcome to
Piccadilly's
WHISKY CIRCUS!

The Whisky Shop opened its flagship store in Piccadilly, London, just before Christmas and, at a stroke, took whisky retailing to a whole new level. Alwynne Gwilt reports

WHEN YOU WALK INTO The Whisky Shop's new 1,100-square-foot flagship store on Piccadilly, you will find very little tartan and no bagpipes.

What you will find is a sleek, black piano, often played by a sharply dressed man. Whisky books have been substituted by iPads featuring videos of distilleries and their stories. This cornucopia feels like a whisky library from the future: shiny black interiors,

