



a three-sided floor-to-ceiling collection of whisky under a pair of fluorescent angels' wings and large displays at the front showing off that month's featured whisky brand.

It's a whisky shop, Jim, but not as we know it.

According to Andrew Torrance – managing director of The Whisky Shop – the store may look different but its focus is still on being friendly and accessible.

“The one thing we have done – because of where we are in London – is given the shop a really special look and feel,” he explains during our conversation in the shop, which is located across from world-famous London landmark The Ritz Hotel.

“We knew this shop had to be in keeping with the style of the area and, actually, this meant that we were able to put a lot into its appearance – create something really special.”

“WHAT YOU WILL FIND IS A SLEEK, BLACK PIANO... WHISKY BOOKS HAVE BEEN SUBSTITUTED BY IPADS FEATURING VIDEOS OF DISTILLERIES”

The new store aims to be the pinnacle of whisky shopping destinations, with large front-of-house displays from major brands such as Pernod Ricard's Glenlivet and Chivas Regal, and others such as The Dalmore helping to entice customers inside. A sweeping island runs down the middle of the first half of the shop, with integrated iPads including videos of the featured brands' tales around distilling and imprinted factoids about the whiskies on the table top. Customers can also sample from a featured brand at the whisky tasting stand by the front door. These features will all change monthly to keep the store fresh.

The major driving force behind the look was a desire to show off whisky in all its glory. Andrew – who has worked in the industry since he was 16 – is very proud of the results. **W**

