

Michel Couvreur since 1951...

Nicknamed by Danish press **The last of the Mohicans**, Michel Couvreur, *a stubborn supporter of tradition*, is presently the number one brand of whiskies in terms of quality. His whiskies are regularly distributed in 18 countries.

As a matter of fact, he is the last one to select his sherry “butts” personally in Andalusia: Scotch whiskies formidable fame was due to their maturation in “fresh first filling Oloroso” sherry original casks, the best having been impregnated during decades by this so tasteful and mysterious wine. But since 1970 sherry ceased to be shipped to UK in wood and whisky producers have now to go and select their casks at sherry vineyard level and pay high price for both the casks and the two thousands miles plus voyage. Hence Michel Couvreur whisky cellars location in Burgundy, half-way between Scotland and Andalusia, with straight motorways from Jerez de la Frontera to Beaune.

His **clientele is made of Fine Wines connoisseurs**: actually Michel Couvreur contends that Scotch whisky is the absolute best spirit of the world: “...whisky, he contends, is to Armagnac what Armagnac is to Cognac: more voluptuousness, more body and...*plus de nerf*. **Whisky is the Burgundy of spirits**”. Anybody having experienced his whiskies is instantly turned into a dedicated supporter. For ever.

Michel Couvreur’s Burgundian era

1951: Brussels headquarters opening.

From 1951 till 1978: a Burgundy wine “négoçiant-éleveur” and Burgundy wines grower (now still indulging in the cultivation of a small Bourgogne Aligoté vineyard).

1956: opening of the Bouze-lès-Beaune cellars (Burgundy).

1959: transfer of the Belgian headquarters to UK at 43 Edinburgh Road, London E.13.

1964: opening of a Scottish branch at Brechin Castle (a few miles West of Dundee).

1971: closing of UK headquarters and branches (priority given to the Canadian market).

The Whisky era

1978: progressive abandonment of the Burgundy wines due to forecasted disappearance of former qualities and opening and registration of Scotch whisky business at Meldrum House (a few miles North of Aberdeen) using the Bouze-lès-Beaune unique rock excavated customs bonded premises as transit location for whisky bottling and reshipment.

1985: first sowing of “bere barley” in Orkneys.

1986: first distillation at Edredour (near Pitlochry- Scotland).

1990: incorporation of Michel Couvreur (Scotch Whiskies) Ltd, a Scottish company registered at Meldrum House.

1995: beginning of Scotch whiskies' improvement at Bouze-lès-Beaune in compliance with the now almost ignored pure Scottish tradition using empty sherry casks selected in Andalusia and imported as soon as emptied from wines they have been impregnated with during several decades.

1999: first attempt with Jura Vin Jaune cask.

2004: Couvreur’s Clearach