

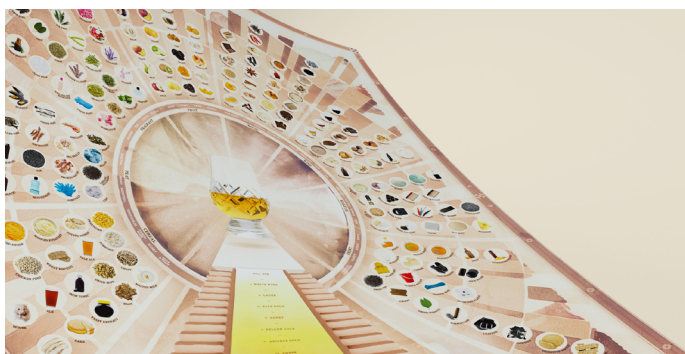
Example Article



Angel Share Artworks Launch Their Contemporary Whisky Flavour Charts



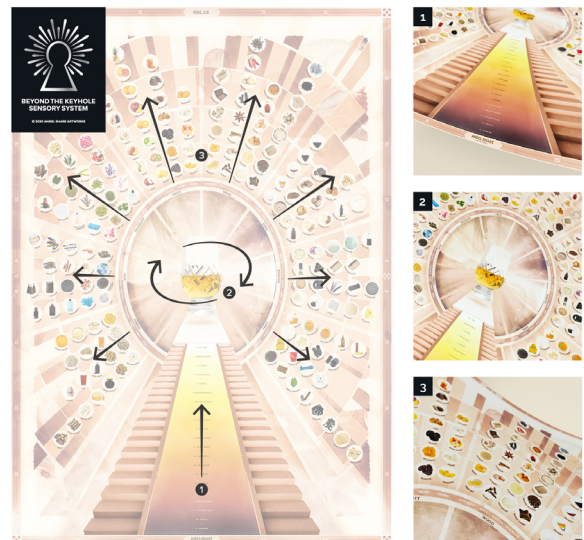
Launched in August 2020, [Angel Share Artworks](#) is reinventing the whisky flavour chart, using graphics to explore the incredible stories and themes that have shaped whisky. We empower whisky enthusiasts around the world to better understand their palate and elevate their appreciation and enjoyment of whisky.



OUR UNIQUE TASTING SYSTEM

The use of visual imagery to identify taste is a scientifically proven method of stimulating flavour recall. The original graphic system provides visual cues for the whisky tasting experience, in three simple steps, you can assess the colour, activate the flavours and pick out tasting notes.

The unique [Beyond The Keyhole](#) sensory system – integrating colour assessment and tasting notes with great design – allows Angel Share Artworks to create an infinite number of themes and styles to suit individual tastes, as well as branded distillery editions.



Over 175 select whisky flavours are on their whisky flavour charts – organised into 8 categories and 31 sub-categories – helping enthusiasts to easily distinguish the tasting notes.

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From fragrant to smoky and fruity to woody, pick your own and unlock the mystery of whisky.



BORN OUT OF THE 2020 LOCKDOWN

Craig Townsend worked as a Design Director at a creative agency in London before the national (UK) lockdown in March 2020. The industry was devastated by the pandemic and the agency where he worked, wasn't immune to this.

While visiting friends just before the lockdown, he observed them tasting and discussing wine. He began wondering if there was a way to enhance his own experience of tasting whisky, being a whisky fan himself.

Then lockdown hit. After leaving his role, Craig decided to combine his design experience with his passion for whisky. He set about creating a contemporary, interactive whisky tasting

system to explore the enthusiast's whisky palate and enjoy as a unique whisky wall art.

For an entire month during lockdown, Craig and his wife went on a treasure hunt to shoot over 175 flavours using their makeshift photography studio. Finding and shooting flavours like; apple, bark, chocolate, nuts, wine and some of the more obscure off-notes such as sweaty trainers, car tyres, tar and mining lamps! Whilst being immense fun, it took up a lot of space in the home they share with their 1 year old daughter

Once the imagery was shot and edited, the design phase began. Using Craig's skills in visual storytelling, each series of artworks presents a new theme inspired by whisky.

THE ORIGIN SERIES

The Origin Series is inspired by origin mysteries, represented here as a pyramidal stairway, leading to a portal to another world. This series has two editions: The Solas Edition – meaning light in Scots Gaelic – and The Dorcha Edition – meaning dark in Scots Gaelic.

THE CONTOUR SERIES

The Contour Series explores the theme of 'terroir' in whisky – how the local environment impacts flavour. There are 8 regional styles of Scotch, our Contour lines are a representation of the geology and geography of these styles of whisky.

MORE TO COME

There are many more series to come and new learning

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materials for Whisky Enthusiasts. Look out for our collaborations with distilleries in the future.

WHAT PEOPLE ARE SAYING ABOUT US

“An Angel Share Artwork is really helpful for those starting their whisky journey and looking for guidance on their palate vocabulary, and there’s even some more obscure tasting notes for those who have been on the scene a little longer!”

– The Edinburgh Whisky Club, @TheEdinburghWhiskyClub

“It’s a great idea to have whisky aromas and flavours in a handy chart which can assist with experiencing your dram. Especially since it can be quite tricky to pick out and identify certain aromas. It’ll be of great assistance at my future whisky tastings.”

– Moa Katarina Nilsson, www.MoaKatarinaNilsson.com

“Angel Share Artworks create beautiful flavour charts, far less boring than the traditional flavour wheels.”

– Robyn, www.WhiskeyFemme.com

“A whisky tasters must have! A great piece of artwork and a brilliant visual aid for my whisky tasting nights. (...) I’m well happy! Great service, it looks beautiful.”

– 5 star Trustpilot Review

WHAT IS THE MEANING BEHIND THE NAME?

The “Angels’ Share” is an affectionate term used in whisky production, referring to the volume of whisky lost to evaporation during the critical ageing process. It is thought that

the mysterious volume of whisky is so divine, it is taken to be enjoyed by angels. Angel Share Artworks is here to unlock the mystery of whisky, note by note, dram after dram.

ABOUT

We at [Angel Share Artworks](#) exist to make whisky more enjoyable, accessible and inclusive. Our artworks empower whisky enthusiasts around the world to better understand their palate and elevate their appreciation and enjoyment of whisky.

After launching our initial series in August 2020, Angel Share Artworks has had a truly humbling response from around the world, including the UK, Europe, Canada & the United States

Angel Share Artworks is on a mission to empower whisky enthusiasts to discover their whisky palate on their own terms, and is becoming a staple gift for whisky enthusiasts. Find out more at www.AngelShare.Art.

Wood is pretty special to us whisky drinkers ... Which is why we are committed to planting a tree with every artwork purchased at Angel Share Artworks, in partnership with Tree-Nation. Find out more on our [website](#).

ANGEL SHARE
ARTWORKS

All underlined text are links. Click on the images to access the image file. Our entire image library can be accessed by clicking [here](#).