

THE ORIGINAL WHISKY SPECIALISTS

# MILROYS®

ESTD SOHO 1964

## Corporate Events at Milroys

Milroys enjoys more than half a century of expertise and dedication to the enjoyment of fantastic whiskies. The experience will cover everything from how whisky is made to the science of tasting, debunking some of the industry jargon to make the whiskies accessible to all. The whiskies are tirelessly sourced and tasted to ensure the finest drams are served and enjoyed, the way it was intended. Each tasting will comprise of 5 different whiskies served in 25ml measures, with one of our resident experts guiding you through the expanse that is whisky. The experience will last between 90 minutes and 2 hours.

For corporate events please contact Eddie at [eddie@milroys.co.uk](mailto:eddie@milroys.co.uk).

## Locations

### 1) Private Tasting Room at Milroys of Soho

The tasting room can hold up to 8 people comfortably and is situated at the back of the shop and bar.

### 2) The Vault

Our basement cocktail bar hidden beneath a bookcase. The ideal location to escape the hustle and bustle of Soho, and can be available for cocktails after the tasting event. This location is ideal for groups between 25 and 35 people.

NB: The Vault requires 30 days notice to host and event.

### 3) At your offices or a location of your choosing

We can offer personalised tastings at your offices or a location of your choosing provided it is agreed beforehand, including the provision of glassware and expert staff.

NB: This will incur an administration and staff charge of £200 within the M25

### 4) At one of several restaurants in Soho for an evening of pairing whisky and food

After 50 years of trading in Soho, we have some excellent arrangements with local restaurants to hold private events with food pairings. Enquire for recommendations

# Types of Tastings

Tastings are personalised to your palate and tastes with the following themes available:

## **1) Regions of Scotland**

Showcasing the varied taste profiles and styles of production from Speyside to Islay and everything in between. Great for the Scotch lovers out there.

## **2) Around the World**

Whisk(e)y is now produced worldwide. This tasting is more adventurous, sampling wares from India, Australia, Taiwan, Japan and many other countries.

## **3) American**

Leading you through the journey of Bourbon, Rye and the newer styles such as Millet whiskey. American whiskey has enjoyed astounding success in recent times due to the quality of products on the market. Let us show you why!

## **4) Scotland vs World**

To show the variety of styles of whisky out there, as the spirit with the most varied flavour profiles on the market, explore the

## **5) Closed Distilleries**

Your chance to experience a piece of whisky history, distilleries that have closed due to the tumultuous history of the whisky market. This tasting will allow you to experience drams that can never be replicated. We will take you through the history of the distilleries and their unique characters that make them such a collectible.

NB: This is only available at Dream Dram pricing level, please see below.

## Pricing

At Milroys we are able to offer two formats of pricing structure.

### A) One off Event

- 1) Entry Level Tasting at £70 per head.  
Tasting whiskies with an average value of £50 a bottle.
- 2) Premium Tasting at £100 per head.  
Tasting whiskies with an average value of £150 a bottle.
- 3) Fine and Rare Tasting at £170 per head.  
Tasting whiskies with an average value of £380 a bottle.
- 4) Dream Drams Tasting at £240 per head.  
Tasting whiskies with an average value of £700 a bottle, the most unique and fine and rare tasting we offer.

### B) Regular Client Experiences

In this format you can buy 5 bottles from the Milroys shop at a minimum of £100 a bottle with a 5% discount at retail. You can use these bottles over three tastings for 8 people or four tastings for 8 people. We can store your bottles for up to 6 months in store.

There would be a charge to use the space each time in two possible locations on site.

- 1) **The Private Tasting Room** – located at the back of the shop/whisky bar, designed to maximise the aroma experience. This would incur a charge of £250 per night including a whisky expert to guide you through the whiskies.
- 2) **The Barrel Room** – hidden at the back of the basement cocktail bar (The Vault) there is a private area shaped like the inside of the barrel. One of Soho's best hidden spots. After the tasting session, you can explore some of the bar's incredible cocktail creations such as the Coconut Butter Old Fashioned. This is £350 a night including a dedicated whisky expert.

NB: For this pricing structure, you need to book a month in advance for the first event then 2 weeks in advance for the subsequent sessions.

## Extras

With a tasting event in The Vault, we can offer an option of a meat and cheese platter to nibble alongside the whiskies. This is sourced from one of the best Italian delicatessens in Soho and provides the perfect pairing to the drinks. £10 per head.

