



WHISKEY LORE

Podcast

Drew Hannush Prep Sheet

Best Selling Travel Guide Writer and Podcaster

Through Whiskey Lore, Drew empowers a deeper appreciation of the world of whisk(e)y through stories, travel, and educational experiences.

Best Selling Author of *Whiskey Lore's Travel Guide to Experiencing Kentucky Bourbon*
Podcast Host of *Whiskey Lore* and *Travel Fuels Life*

ABOUT WHISKEY LORE PODCAST

Sharing the stories, myths, and legends of whisk(e)y since 2019

This seasonal podcast comes in sets of ten episodes 3 to 4 times per year. Many of the stories and concepts are based off of tales spun by tour guides during my distillery visits.

My natural curiosity has caused me to seek out the richer story or to help set the record straight on common misconceptions. I'm always looking for ways to deliver my stories with maximum impact.

QUICK HIT QUESTIONS

- Where did I get my passion for history?
- Why do a story based whiskey history podcast?
- Where do I find my stories?
- What is the biggest challenge to research?
- Do I prefer scotch or bourbon?
- What myth did I or do I most want to bust?
- What story has surprised me?
- Ask me about some of my favorite interviews:
 - Richard "The Nose" Paterson talks about recreating the Shackleton Whisky that was preserved in Antarctica's ice for 100 years.



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- Al Young, Brand Ambassador of Four Roses talks about how Four Roses disappeared from American shelves for 50 years.
- Andrew McKenzie-Smith of Lindores Abbey Distillery talks about the origins of scotch and Friar John Cor.
- Wally Dant, Sixth-generation Dant family distiller introduces me to a once prolific region of Kentucky long since forgotten in bourbon history.
- Ask me about how I've debunked or clarified the mysteries of whisk(e)y:
 - Why is there an "e" in whiskey?
 - Is the tongue map accurate?
 - Did bourbon get its name from New Orleans, Kentucky, or France?
 - Did Abraham Lincoln really tell someone that if General Grant was a drunk, they should send a barrel of his favorite whiskey to all of his other generals?

Whiskey Lore is available on all major podcast apps like Apple Podcasts, Stitcher, and Spotify. You can also find it at whiskey-lore.com.

TRAVEL GUIDE TO EXPERIENCING KENTUCKY BOURBON

An Amazon best-selling travel guide that provides bourbon lovers with all of the tools they need to plan out the ultimate Kentucky bourbon travel experience.

- How many distilleries did I visit in Kentucky?
- How many are in the book?
- Have I traveled beyond Kentucky?
- How are Kentucky distilleries different from the rest of the U.S. or Scotland?
- Why did I write the book?
- How can the book help someone plan their travels?
- Is it a book you read or is it a reference guide?
- As a dyslexic, what was it like driving in Scotland and Ireland on the left?

Find the book overview here: <https://www.whiskey-lore.com/book>

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PERSONAL PROFILE QUICK HITS

- Traveled to 50 states (North Dakota was my last in 2019) and 17 countries
- Hosts the *Travel Fuels Life* travel lifestyle podcast.
- Theme trips I've taken include James Bond European Trip, Castles & Drams Tour of Scotland and Ireland, and my first 19 distillery in 8 days Kentucky trip.
- First career was as a radio personality.
- I have spent the last 18 years as the owner of a web design firm. I optimized my firm workflow so I could travel more.
- Born in Detroit and a lifelong Detroit Tigers fan.
- Grew up and still resides in the Carolinas.
- Oddly enough, it was a movie about wine that shifted me from beer to whisk(e)y.
- The common thread in life (my "why") is empowering people through education.
- I don't tend to accept the simple answer and I like to dig deeper for the truth.
- Late bloomer to whiskey thanks to a youthful overindulgence
- Was it the love of wearing a tie and suit that made me like James Bond, or did James Bond inspire me?

MY RESOURCES

- [Instagram](#), [Facebook](#), [YouTube](#)
- Whiskey Lore Society at whiskey-lore.com/signup
- Whiskey-lore.com

About Drew

Drew Hannush is the best-selling author of *Whiskey Lore's Travel Guide to Experiencing Kentucky Bourbon*, president of Travel Fuels Life LLC, and the host of both the *Whiskey Lore* and *Travel Fuels Life* podcasts. Based in Greenville, SC, he serves as a whisk(e)y ambassador by providing stories, travel tips, and educational experiences to fans of various types of whisk(e)y from scotch to bourbon and beyond.

Through his Whiskey Lore Society membership (whiskey-lore.com) he provides fans access to tasting comparison videos, distillery guides, and exclusive interviews.