

A man in a tuxedo and a woman in a black dress are at a bar. The man is on the left, looking down at a glass. The woman is on the right, smiling and looking towards the man. A lamp with a warm glow is in the background. The overall atmosphere is intimate and sophisticated.

LIVE IT UP!

EDITED BY HELM JUNG

HOW TO DRINK WHISKEY

Like You
Know What
You're Doing

Live It Up!

WHISKEY USED TO BE A MAN'S DRINK

That was way back—back before *Mad Men* premiered in 2007, before cocktail culture as we know it existed.

Since then, whiskey sales have spiked, and female drinkers, distillers, spirits executives, and bartenders are swiftly bringing the once exclusively male whiskey world to 50-50.

Drinks experts often credit *Mad Men* with bringing spirits other than vodka into popular focus. "*Mad Men* was a big part of bringing whiskey back," says Trey Zoeller, founder of Jefferson's Bourbon. "It presented whiskey with swagger and class, saying this is what real men and women drank."

The series ends its run starting April 5 on AMC, but the drink renaissance has just begun. Now here's how to make whiskey your bitch.



Bottles to Try

1 Hibiki 17 Years, \$150

2 The Macallan Fine Oak 17 Years Old, \$185

3 Rough Rider Straight Bourbon, \$35

4 Bushmills Black Bush, \$38

5 E.H. Taylor Straight Rye, \$70



YOUR FIRST
SIP WILL TASTE
LIKE ASS

It's an acquired taste!

Drinking—and savoring—whiskey takes practice. Once you get past the fire, focus on the aromas. A lot of whiskey's "taste" actually comes through your nose.

Scotch Is Whisky

Fireball is too. And so are the whiskies flavored with apple or honey or pie (a real thing). It's totally cool to enjoy those, but there are lots of other styles. Let's go over a few of them.

American

Bourbon: Sweet, with a maple syrup quality. Must be made with at least 51 percent corn.

Rye: Bourbon's feisty cousin. There's an element of spice because it's made with at least 51 percent rye (think rye bread versus cornbread).

Tennessee: Bourbon made in Tennessee, filtered through sugar-maple charcoal. Or pretty much just Jack Daniel's and George Dickel.