

# A Map to Heaven

Highland Park

ORKNEY IS.

BLIND TASTING  
CAN HELP DIMINISH  
"THE LABEL EFFECT."

50% OF ALL MALT  
WHISKY DISTILLERIES  
ARE IN THE CENTRAL  
SPEYSIDE REGION.

THEIR "PEATY"  
CHARACTER MAKES  
ISLAY WHISKIES  
INSTANTLY  
RECOGNIZABLE.

A CENTURY AGO  
CAMPBELTOWN WAS  
KNOWN AS "THE CAPITAL  
OF THE WHISKY WORLD."

ONLY 4% OF THE  
POPULATION OF  
SCOTLAND LIVES WITHIN  
THE HIGHLANDS.

ATLANTIC OCEAN

