

## Robert Sickler Master of Whisky



### Masters of Whisky

From the far reaches of the Manitoba province in Canada where Crown Royal Canadian whisky is produced to lush hills of Scotland, the home of Johnnie Walker and the Classic Malts Selection, Diageo's whisky portfolio arms the Masters of Whisky with a breadth and depth of knowledge that is unparalleled in the industry. The Masters gain first-hand experience from the experts themselves and are able to equip knowledge-thirsty consumers with the ability to discern a single malt Scotch from a blend, an Irish whiskey from a Scotch whisky or a Bourbon from a Tennessee whiskey.

All of the Masters of Whisky have completed in-depth training courses in Scotch before receiving their certification: The whisky programs cover history, production process, wood/barrel management, maturation and the art of blending. Additionally, they are tutored by a wide variety of leading experts in their individual whiskey categories at some of the world's best known distilleries, including Bushmills Irish whisky, Bulleit Bourbon, George Dickel and Crown Royal.

### Background & Achievements

Sickler is originally from the sunny state of Florida, but his passion for quality wine and spirits has brought him to several regions of the world. Before he was a Master of Whisky he worked as an English teacher both in the U.S. and overseas. His passion for the complexity of wine altered his course and he pursued a career in the beverage industry, managing wine-focused restaurants throughout the globe. He later brought this experience back to his home state, where he worked as a wine and spirits representative for Diageo before pursuing his current position as Master of Whisky.

### Why This Job and No Other...

Sickler's love and respect for wine is what drew him to whisky. He translates the same passion he shares for wine into his enthusiasm for whisky, tempting many a newcomer to embrace the charms of the 'dew on the vine' through innovative food pairings. Robert's love of literature, writing and teaching all manifest themselves in his daily interactions with consumers, colleagues, media, and trade.

### Favorite Whisky Moments

One of Sickler's most vivid Scotch moments was tasting earthy, herbaceous Johnnie Walker Green outdoors in the Highlands of Scotland at the actual water source for the distillery. He also has fond memories of sipping a rare bottle of Talisker 50 yr on the Isle of Skye with close friends on a gorgeous summer evening.

### And when Robert isn't preaching the gospel of whisky...

...he is a fan of the arts as well as hiking, kayaking, rugby, and surfing. Robert also plays percussion and is an avid reader of literature, anthropology, and international affairs.

