

HOGY NÉZ KI A VILÁG LEGNAGYOBB ONLINE **WHISKYMAGAZINJA?**

MEGBÍZÓ:

PERNOD RICARD SA
A VILÁG NO1. PRÉMIUM SZESZGYÁRTÓ VÁLLALATA ÉS WHISKY-SZAKÉRTŐJE.



ARCULAT

 **WHISKY** OLOGY

 **WHISKY** OLOGY



WHERE DO YOU RESIDE?

YEAR OF BIRTH:

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REMEMBER ME

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- WHISKY TYPES
 - IRISH
 - BLENDED SCOTCH
 - SINGLE MALT
 - AMERICAN
 - CANADIAN
- WHISKY SECRETS
 - DISTILLATION PROCESS
 - AGING
 - INGREDIENTS
- VISIT DISTILLERIES
 - SCOTLAND
 - IRELAND
- DRINKS
 - CLASSIC
 - EASY
 - SEASONAL
 - AFTER DINNER
 - MOLECULAR



FOR PREMIUM MEMBERS
VIDEO
 August 8, 2020 / London
 Aenean rutrum leo eget diam hendrerit, id condimentum tellus condimentum. Etiam urna sapien, sagittis at dolor sed, laoreet sodales ante. Sed pretium nisi fringilla arcu placerat venenatis. Morbi commodo
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PERSONALITY TEST
 Aenean rutrum leo eget diam hendrerit, id condimentum tellus condimentum. Etiam urna sapien, sagittis at dolor sed, laoreet sodales ante. Sed pretium nisi fringilla arcu placerat venenatis.
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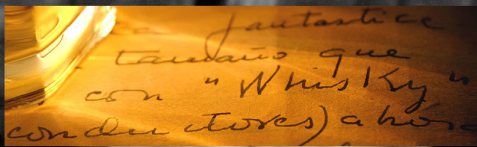


WHISKY SECRETS
 Aenean rutrum leo eget diam hendrerit, id condimentum tellus condimentum. Etiam urna sapien, sagittis at dolor sed, laoreet sodales ante. Sed pretium nisi fringilla arcu placerat venenatis. Morbi
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WHISKY SELECTOR
 Aenean rutrum leo eget diam hendrerit, id condimentum tellus condimentum. Etiam urna sapien, sagittis at dolor sed, laoreet. Aenean rutrum leo eget diam hendrerit, id condimentum tellus condimentum. Etiam urna sapien, sagittis at dolor sed, laoreet sodales ante. Sed pretium nisi fringilla arcu placerat venenatis. Morbi commodo tincidunt justo, eget.
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FOR PREMIUM MEMBERS
WHISKYOLOGY E-BOOK
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YOUR LOCAL WHISKYOLOGY NEWS
WIESSBERGER TOASTS MAIDEN VICTORY WITH RARE BALLANTINE'S 2012
 August 8, 2020 / London
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YOUR LOCAL WHISKYOLOGY EVENTS
THE BAR PROJECT BY BALLANTINE'S
 August 8, 2020 / London
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A nemzetközi megbízás kiemelt szempontja volt a legmodernebb dizájn megoldások **ötvözése** a whisky-téma tradicionális világával.

Metro UI alapjaiból gyökerező felhasználói felület tervezése mellett döntöttünk, így kialakítva egy olyan vizuális és tartalmi keretrendszert, mely képes alkalmazkodni a **multinacionalitás és multilingualitás** kívánalmaihoz (például a jobbról balra történő írásmódhoz) és e mellett a jövőbeni strukturális és tartalmi bővítés lehetőségéhez is.



RANGE OF PRODUCTS



SEE GLOBAL JAMESON SITE SEE JAMESON FACEBOOK PAGE

HERITAGE

Scottish whiskies were traditionally led into battle by young playing luggies. They inspired their following and sent beer into the heart of the nation. The brand's name originates from the 'hulad of 200 Pipers' commemorating Bonnie Prince Charles' 1745 uprising when he was led into battle by a band of 200 Pipers. An distinctive mark has long graced the brand's crest for the brand's history. 100 Pipers is now Old Blend Scotch Malt Whisky. It is distilled in Scotland and contains some of Scotland's finest malt whiskies including whisky from Clacha Broom's 'Speyside Distilleries of Bannock and All o' Blinnie'.

100 Pipers - Its distinctive smooth yet nutty smoky taste is appreciated the world over. 100 Pipers is now Old Blend Scotch Malt Whisky - It has a perfectly balanced, mature fruity aroma with smooth malty notes, hints of heather and dried orange peel and a gentle smoky finish.



DISTILLERY

How would you like to have "whisky master" on your business card? Sure, it's a tough job preserving the great work John Jameson started in 1765, but someone got to do it. Thankfully our Distillery team is up for the challenge. These men do everything in their power to make sure each smooth sip you take is nothing but perfection.



LEARN MORE

MASTER DISTILLER

How would you like to have "whisky master" on your business card? Sure, it's a tough job preserving the great work John Jameson started in 1765, but someone got to do it. Thankfully our Distillery team is up for the challenge. These men do everything in their power to make sure each smooth sip you take is nothing but perfection.



DRINKS



BACK TO WHISKY TYPES

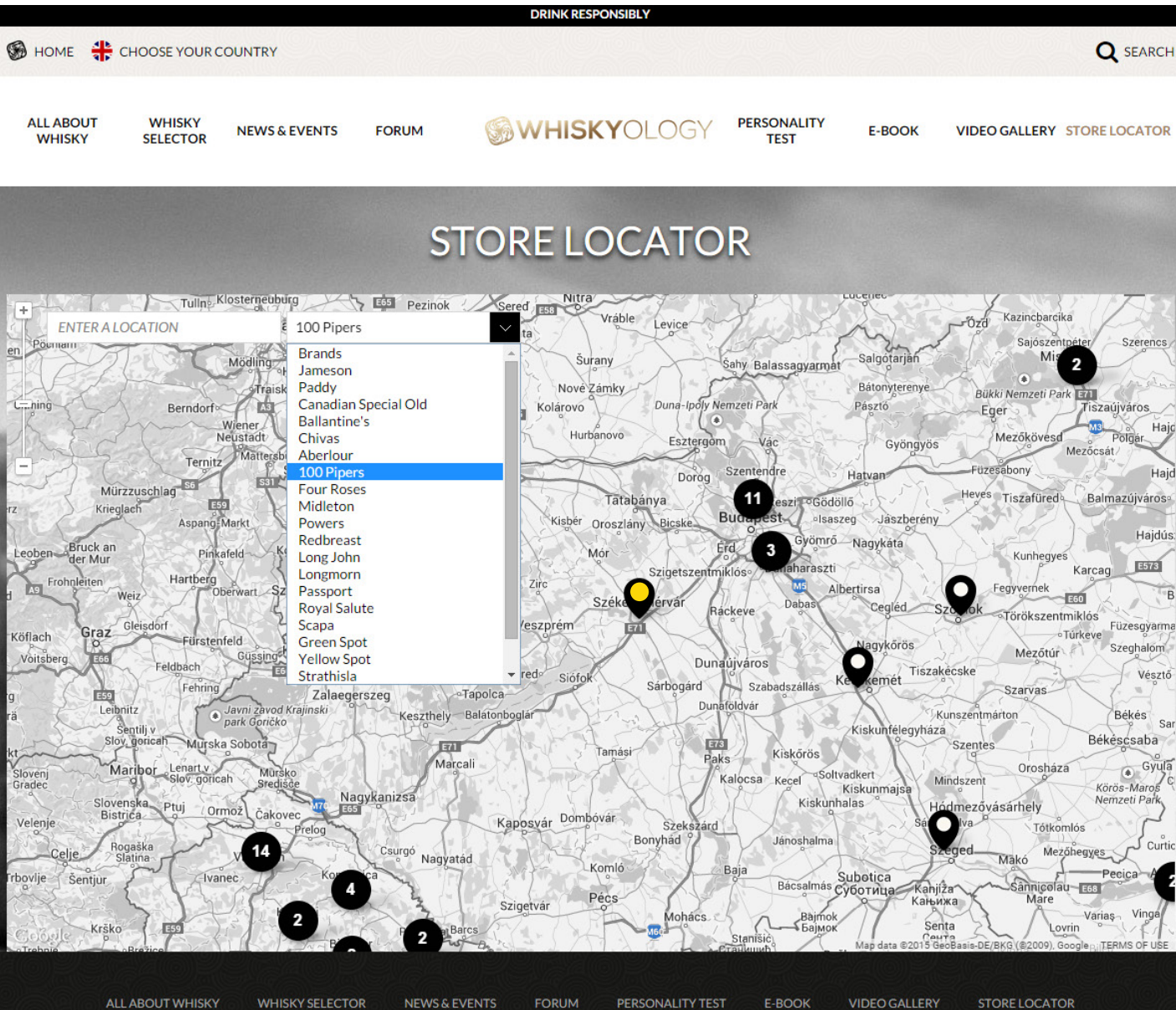
SZÍNEK

A nagyméretű háttérkép szürkeárnyaltos tónusai kiemelik az oldal tartalmi egységeit: **textúrát ad**, ezáltal a minimalista „flat design” nem hat unalmasnak.

A háromféle tartalmi egységet (központi, prémium, lokális) **eltérő színekkel** jelöljük, így a felhasználó számára egyértelműen beazonosítható, mikor milyen típusú tartalmat fogyaszt.



A Google Maps alapokon működő boltkereső **egyedi skint** kapott a Whiskyology arculatnak megfelelő ikonokkal, jelölőkkel.



WHISKY TYPES

- » SCOTCH WHISKY
- » SINGLE MALT WHISKY
- » IRISH WHISKEY
- » BOURBON WHISKEY
- » CANADIAN WHISKY

WHISKY SECRETS

- » WHISKY DICTIONARY
- » HOW TO TASTE WHISKY?
- » WHISKY INGREDIENTS
- » WHISKY AGEING
- » WHISKY DISTILLATION

VISIT DISTILLERIES

- » SCOTLAND
- » IRELAND

DRINKS

- » AFTER DINNER
- » CLASSIC DRINKS
- » EASY DRINKS
- » SEASONAL DRINKS



SCOTCH WHISKY



Watermelon Martini
Ballantine's



Espresso
Ballantine's



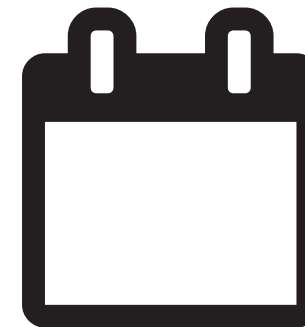
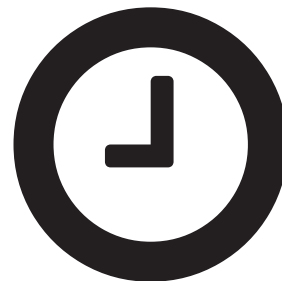
After Eight
Ballantine's



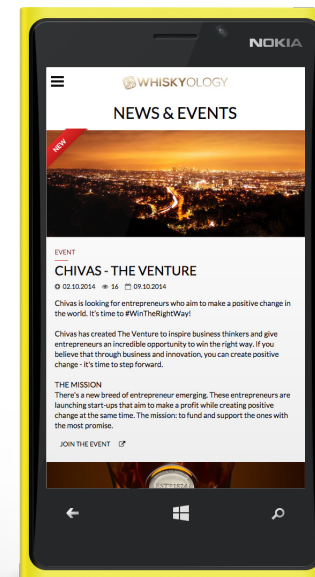
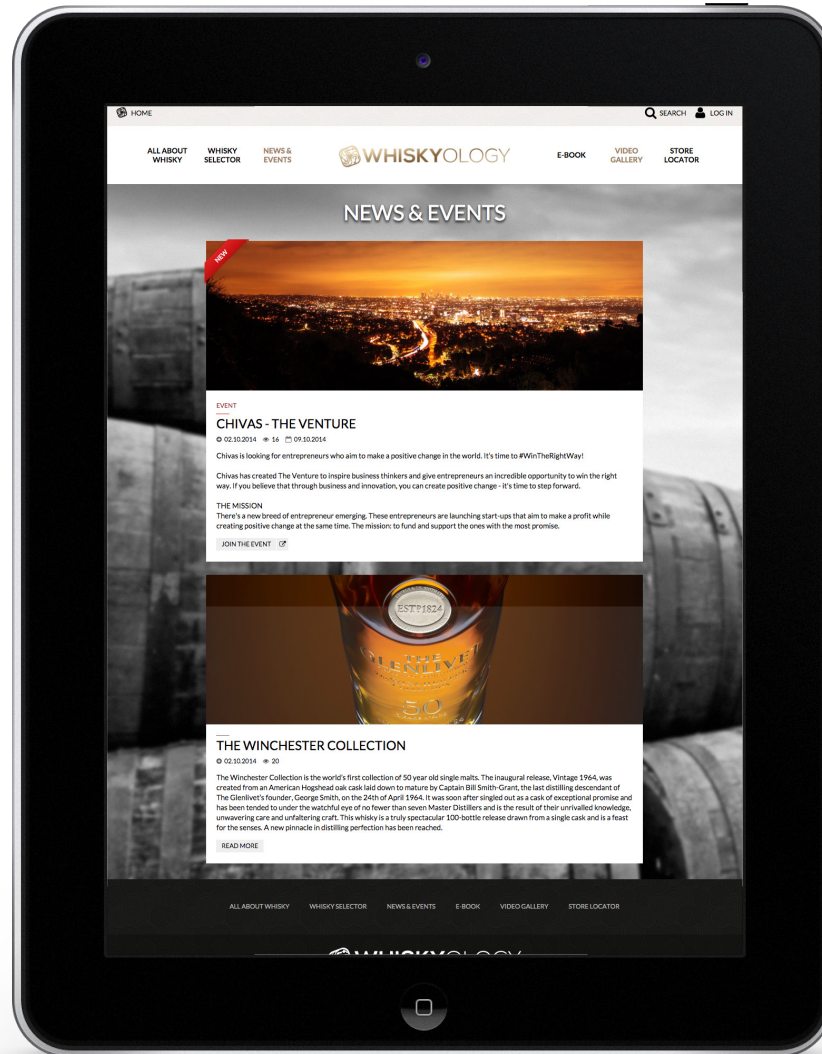
Bitter
Ballantine's



Az informatív, illetve navigációs elemeket csak a megfelelő mértékben redukáltuk ikonokká a „**fogyasztható dizájn**” jegyében.



RESZPONZÍV DIZÁJN



ALL ABOUT
WHISKYWHISKY
SELECTOR

NEWS & EVENTS

FORUM

 WHISKYOLOGYPERSONALITY
TEST

E-BOOK

VIDEO GALLERY

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VIDEO GALLERY



WHISKYOLOGY INTRO VIDEO

The Nr. 1 web reference for whisky lovers

01.12.2014 50



HOW TO TASTE WHISKY

Presented by the International Brand Ambassadors for Chivas Regal, Aberlour, The Glenlivet and Ballantine's

09.12.2014 37



LEAVING AN IMPRESSION

Ballantine's history

30.08.2014 26



BALLANTINE'S BRAND FILM

From the vision of a pioneer...

30.08.2014 16



BALLANTINE'S HERITAGE

The story of a brand

30.08.2014 15



CHIVAS 25

25 years...

30.08.2014 16



ROYAL SALUTE

The journey begins where others end.

30.08.2014 25



THE GLENLIVET - BRAND FILM

The Glenlivet distillery on any bottle is a guarantee of perfect quality.

30.08.2014 29



FOUR ROSES

The Four Roses story

30.08.2014 18



AMBASSADOR FILMS - KEN LINDSAY FOR BALLANTINE'S FINEST

Ken Lindsay, the International Brand Ambassador for Ballantine's presents Ballantine's Finest

02.12.2014 5



AMBASSADOR FILMS - KEN LINDSAY FOR BALLANTINE'S 12 YEAR OLD

Ken Lindsay, the International Brand Ambassador for Ballantine's presents Ballantine's 12 Year Old

02.12.2014 3



AMBASSADOR FILMS - KEN LINDSAY FOR BALLANTINE'S 17 YEAR OLD

Ken Lindsay, the International Brand Ambassador for Ballantine's presents Ballantine's 17 Year Old

02.12.2014 3

1

2

3

NEXT >

ALL ABOUT WHISKY

WHISKY SELECTOR

NEWS & EVENTS

FORUM

PERSONALITY TEST

E-BOOK

VIDEO GALLERY

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