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El Gaucho Seattle is the First Launch Site for the Scotch Malt Whisky Society “Society Spot”

El Gaucho Seattle named one of only three U.S. locales for the exclusive membership society.



SEATTLE, WA - (February 5, 2013) - The Scotch Malt Whisky Society has named El Gaucho Seattle as only one of three locales in the United States selected as a “Society Spot” - a place where patrons can visit and try exclusive Scotches that until now, were only available to their membership.

The Scotch Malt Whisky Society (SMWS) is a prestigious international private membership club, founded in 1983 in Edinburgh, Scotland. With over 25,000 members, it is arguably the world’s foremost whisky club, comprised of devotees of the finest and most unique Scotch whiskies. Society membership allows the exclusive opportunity to purchase bottles of Society whiskies, which are not commercially available.

Until last week, with the launch of three U.S. society spots - El Gaucho Seattle, Drumbar in Chicago, IL and Jack Rose Dining Saloon in Washington, D.C. - the 6,000 North American members were limited to the Society’s Annual Single Malt and Scotch Whisky Extravaganza Gala Tasting to sample the exclusive Scotches, or rely on the periodic tasting notes mailed to them. However, with these new “Society Spots,” members and restaurant patrons both will have the opportunity to sample some of these select single cask Scotches.

“El Gaucho Seattle is honored to become a ‘home away from home’ for Society members living near and far,” said Chad Mackay, President and COO of El Gaucho Hospitality. “El Gaucho has always been a go-to spot for those seeking rare and unique Scotch, and this partnership clearly continues that tradition for our discerning and well-traveled guests.”

Surprisingly, Seattle boasts the most Scotch drinkers per capita in the U.S. The SMWS concurs they have a very strong membership and following in the area.

The Society selects their offerings through an independent tasting panel, which meets every other week and samples blindly: 70% of the Scotches offered are turned away. A recording secretary captures the words and phrases used throughout the sampling to compile the tasting notes, which becomes an interesting and peculiar guide for which the members base their purchase decisions. Examples of these unique Scotch descriptions include, "Pudding in a glass", "Kerosene delight", "Springtime freshness; spicy warmth", and "Sweet vs. savoury."

El Gaucho Seattle currently offers eight SMWS Scotches.

For more information, visit <http://www.smwsa.com>.

El Gaucho® is the Northwest's steakhouse legacy focused on elegant, old-school, tableside service for people celebrating their lives. The menu highlights 28-Day Dry-Aged Certified Angus Beef® brand Prime steaks and cutting-edge fresh seafood selections, all prepared in the wide open exhibition kitchen over flaming charcoal grills. Visit the legendary steakhouse in Seattle, Bellevue, Tacoma, or Portland. Enjoy fresh seafood and panoramic views of Seattle's waterfront at the steakhouse's sister restaurant, AQUA by El Gaucho.

For overnight accommodations, visit the Inn at El Gaucho, located directly above El Gaucho Seattle in bustling Belltown.

For more information, visit www.elgaucho.com

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