

WHISKEY LORE

Podcast

Interview Prep Sheet

DREW HANNUSH

Best-selling Author, Storyteller, and Podcaster

This document is to help you get a greater understanding of the journey to *The Lost History of Tennessee Whiskey*. That is the work I would like to focus on during our interview, so the quick hit questions for that are a little deeper into this document. But I wanted to take you on the progression that led to that book, if you were interested, starting with...

Whiskey Lore Stories Podcast

Since 2019, Drew Hannush has made it his mission to seek the truth hidden behind whisky lore. Through his storytelling podcast **Whiskey Lore Stories**, he has debunked myths ranging from the origins of Bottled-in-Bond to the lore behind how we taste whisky. While he does tell the histories of brands like Four Roses and Dewars, he also dives deep into subjects like the Whiskey Trust, Whiskey Rebellion, and the early history of Irish whiskey. These stories connect whisky to wider historical events, bringing forth the impact whisky has on our culture and how it mimics that culture.

The **Whiskey Lore Stories** podcast ranks in the [top 3%](#) of all podcasts around the world according to Listen Notes.

QUICK HIT QUESTIONS

- Where did I get my passion for history?
- Why do a story based whiskey history podcast?
- Where do I find my stories?
- What is the biggest challenge to research?
- Ask me about some of my favorite interviews:
 - Richard “The Nose” Paterson talks about recreating the Shackleton Whisky that was preserved in Antarctica’s ice for 100 years.
 - Al Young, Brand Ambassador of Four Roses talks about how Four Roses disappeared from American shelves for 50 years.



- Fawn Weaver and Jack Daniel's Historian Nelson Eddy about the Uncle Nearest story.
- Andrew McKenzie-Smith of Lindores Abbey Distillery talks about the origins of scotch and Friar John Cor.
- Wally Dant, Sixth-generation Dant family distiller introduces me to a once prolific region of Kentucky long since forgotten in bourbon history.
- Ask me about how I've debunked or clarified the mysteries of whisk(e)y:
 - Why is there an "e" in whiskey?
 - Is the tongue map accurate?
 - Did bourbon get its name from New Orleans, Kentucky, or France?
 - Did Abraham Lincoln really tell someone that if General Grant was a drunk, they should send a barrel of his favorite whiskey to all of his other generals?

Whiskey Lore is available on all major podcast apps like Apple Podcasts, YouTube, and Spotify. You can also find it at whiskey-lore.com/episodes

Whiskey Lore: The Interviews Podcast

While researching stories for his storytelling podcast, Drew realized the interviews he was conducting with distillers, brand ambassadors, authors, and historians were filled with valuable information that he felt he should let his audience in on. In 2020, he introduced his second podcast Whiskey Lore: The Interviews and uses the platform to document the history of whisky by capturing stories directly from those that live, eat, sleep, and breathe the world of whisky everyday. This is no marketing podcast, Drew sees this as a chance to put down the thoughts and concepts and historic knowledge for this and future generations.

The **Whiskey Lore: The Interviews** podcast ranks in the [top 10%](#).

whiskey-lore.com/interviews

Books: The Lost History of Tennessee Whiskey

Drew has written two highly successful and well reviewed whisky travel guides - [*Experiencing Irish Whiskey*](#) and [*Experiencing Kentucky Bourbon*](#). The goal of these books was to introduce whisky fans to the wonderfully immersive whisky trails that can bring us closer to our favorite spirits. These books are filled with history, process,

distillery profiles, tasting education, and travel advice. They were built from Drew's travels which now extend to over 250 distilleries in the United States, Scotland, and Ireland.



It was all of this travel that brought Drew in close contact with the great stories that surround these distilleries. In 2020, during the pandemic, Drew took the opportunity to travel to nearby Tennessee to learn more about its history. What he found shocked him. Most Tennessee distilleries only told the stories of Jack Daniel's and Kentucky Bourbon. After discovering the stories of Nearest Green and Charles Nelson, Drew realized there was a bigger story behind Tennessee whiskey. He spent two years gathering stories, with the last 14 months devoted to deep research through newspapers and state and local archives.

The result is ***The Lost History of Tennessee Whiskey*** - a groundbreaking book that adds a new layer to our understanding of American whiskey history and challenges long held beliefs and lore. In its 400+ pages, oral tradition gives way to real documented facts. This desire to get to the truth has provided Tennessee with one of the most complete whisky histories of any state in the country. It covers the state's incredible 250 year history, warts and all. It reveals historical names lost to the past and helps us understand the real stories of the names we know. It takes readers into the gristmills and taverns of 18th and 19th century Tennessee and shows how whisky developed along with the state. It also shows the state's awkward relationship with whisky and how the industry was killed ten years before the rest of the country went into Prohibition. Then it concludes by showing the long hard road back to where it is today - an industry whose whisky trail sees as many visitors in a year as Scotland and Kentucky combined.

whiskey-lore.com/book/the-lost-history-of-tennessee-whiskey

Quick Hit Questions

- What drew you to Tennessee?
- Why did you connect so deeply with Tennessee?
- What did you know about Tennessee whiskey going into the research?
- Why did you feel you had to go back to original documentation?
- You jump into subjects that are more universal to American whiskey, why did you feel compelled to write about:
 - The Cherokee story
 - The Scots-Irish experience

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- The evolution of the bottle
- Types of mills
- Tavern culture
- The development of brands
- Excise laws
- The Bottled-in-Bond Act
- Women's suffrage
- The grains used in different regions of the state
- What made the Cal Johnson story so important, you put him in 3 chapters and dedicated the book to him?
- Why are stories so important in your writing?
- What was your biggest surprise about Tennessee's whisky history?
- Did you leave any stories out of the book you wanted to include?
- What do you hope people will take away from this book?
- Why do you think "firsts" should no longer be the focus of history?
- You talk about not relying too heavily on oral tradition, why?
- Why do you think Jack Daniel was not really a distiller?
- You don't go deeply into the Uncle Nearest story, why?
- How has your relationship with Tennessee whiskey changed since writing this?
- You dive deep into the state's politics in this book, why is it such a focus?
- Has this book led you to other subjects you would like to dig into?

Drew's Unique Angle

Drew is unique in that he takes a worldview when it comes to his research. Oftentimes he sees whisky writers getting caught up in the narrow view of own favorite regions, missing facts from other regions that obscure the truth. As a whisky ambassador, he is able to zero in on a particular style like Bourbon, Scotch, or Irish whiskey, but he also serves as a bridge to other styles. In the end, his goal is to help us better understand whisky's true heritage and nature. And through his research and stories he wants to demonstrate that whisky's history is not just fodder for coffee table books - it is the story of us and is worth treating as real scholarship.

Drew lives by the mantra: "To find the truth, question everything."

Quick Facts

- **Author of the Amazon #1 New Release *The Lost History of Tennessee Whiskey***

- **Best-selling author** of *Whiskey Lore's Travel Guide to Experiencing Kentucky Bourbon* and *Whiskey Lore's Travel Guide to Experiencing Irish Whiskey*
- **Award-winning podcast host** of *Whiskey Lore Stories* and *Whiskey Lore: The Interviews*
- **Ambassador and Storyteller**, providing guided tastings and talks focused on whisky scholarship, finding the truth through good research, and whisky stories.



PERSONAL PROFILE QUICK HITS

- Traveled to 50 states (North Dakota was my last in 2019) and 17 countries
- Hosts the *Travel Fuels Life* travel lifestyle podcast.
- Theme trips I've taken include James Bond European Trip, Castles & Drams Tour of Scotland and Ireland, and my first 19 distillery in 8 days Kentucky trip.
- First career was as a radio personality.
- I have spent the last 20 years as the owner of a web design firm. I optimized my firm workflow so I could travel more.
- Born in Detroit and a lifelong Detroit Tigers fan.
- Grew up and still resides in the Carolinas.
- Oddly enough, it was a movie about wine that shifted me from beer to whisk(e)y.
- The common thread in life (my "why") is empowering people through education.
- I don't tend to accept the simple answer and I like to dig deeper for the truth.
- Late bloomer to whiskey thanks to a youthful overindulgence
- Was it the love of wearing a tie and suit that made me like James Bond, or did James Bond inspire me?

MY RESOURCES

- [Instagram](#), [Facebook](#), [YouTube](#), [Patreon](#)
- Whiskey-lore.com

About Drew

Drew Hannush is the best-selling author of *Whiskey Lore's Travel Guide to Experiencing Kentucky Bourbon*, president of Travel Fuels Life LLC, and the host of both the *Whiskey Lore* and *Travel Fuels Life* podcasts. Based in Greenville, SC, he serves as a whisk(e)y ambassador by providing stories, travel tips, and educational experiences to fans of various types of whisk(e)y from scotch to bourbon and beyond.

Through his Patreon account, he provides fans access to tasting comparison videos, distillery guides, and exclusive interviews.

