

April 2015

Johanna Ngoh

By Jess Gillis

SPIRIT OF TORONTO

Ballyhoo Push Pin Media are proud promoters of Toronto's premiere whiskey (and spirits) festival, **Spirit Of Toronto**. One lucky friend gets to accompany Sharon (Ballyhoo's owner) each year she's so graciously invited to attend. This time of year Sharon becomes even more popular than usual, and it's obvious why: Spirit Of Toronto is THE whiskey enthusiast's event OF THE YEAR, and frankly, everyone (this writer included) wants a chance to go (I'm optimistic that my chance will come one day).

Who doesn't love to dress up, enjoy delicious food at the famous Spirits' table d'hôte, listen to live jazz, and best of all: sample exquisite, selected spirits from around the world?

The person we have to thank for this wonderful, magical experience is none other than **Johanna Ngoh**, founder and executive producer of the Spirit of Toronto Whisky Gala. It's Canada's largest, and arguably most popular, whisky show and has been going strong since 2004.

From <http://www.singleminded.ca/about>:
"She is known to be an independent and outspoken commentator on the whisky business and



was short listed for Whisky Magazine's 'Whisky Ambassador of the World' award."

SINGLE MINDED

In addition to creating magical whiskey events, Johanna is also the author of *"Single Minded 2014: A Modest Guide to Really Good Whisky"*, a book which gives whiskey lovers insight on products that she has personally tried (spent money on) and would recommend. According to singleminded.ca, she says:

"I've limited myself to writing about what I buy because using my own pocketbook allows me to make a recommendation based on the value of a whisky relative to other products on the market. It also provides me with a full bottle to sample at different times of day and in different moods. This is important because whisky is a subjective taste experience and not all whiskies suit all times and places." Buy the book **HERE**.

"...known as an independent and outspoken reviewer of the whisky business..."

– Whisky Lassie (whiskylassie.blogspot.ca)

For more, please see spiritoftoronto.ca and singleminded.ca. Also worth checking out is this wonderful interview with Johanna Ngoh at MissWhisky: misswhisky.com/2014/01/26/johanna-ngoh/