



The Angel's Share Collection from Mark Russo

**LIVE THE ULTRA LUXURY LIFESTYLE
WITH THE WORLD'S MOST EXCLUSIVE
CUSTOM MADE SCOTCH, INCREDIBLE
EXCURSIONS, AND \$1,000 CULT WINE**

by JON SHAKILL

From left to right: Ross from The Macallan, Mark Russo, and Iconic Master Blender John Ramsay, work on creating single malts in Ramsay's blending facility in Scotland



Have you ever wanted to get a taste of history? The question may seem odd at first, but let me explain. If you're not familiar with fine vintage spirits, that's exactly what the experience represents. There are many ways of being enlightened by history, whether it's reading it in a book, viewing an artist's classical masterpiece, or even by experiencing it as it happens. Another way, is to pour it into a glass, watching several decades stream and swish before you, all in a moment's time. You hold it in your hand, letting its aromas wash over your senses, and suddenly, you feel intoxicated before having taken a single sip. It's the moment of realization, that what you're about to sip and savor was made long ago, by individuals who gave great care to its creation, and are no longer living. Yes, this is what history tastes like.

The first time I met Mark Russo, he had with him a very special case. Inside of it was a bottle of extremely rare, 53 year old single malt Scotch whisky, from the Highland Park distillery. This Scotch was made and sealed shut in an oak barrel to age, when Dwight D. Eisenhower was President of the United States. About half an hour into the meeting, Mark asked if I'd like to sample the whisky. With a wide smile, I obliged. And so with the necessary "slainte," meaning to good health and said in Ireland and Scotland in replace of "cheers," we took in the aroma and savored each sip.

The aromas are unbelievable, and contribute to the pronounced caramel flavor. The smoothness of each sip as it goes down is incredible. There's

absolutely no cringing or unintended facial contortions here, as this is a spirit of the utmost caliber. You must have the prerequisite appreciation before indulging in such a spirit, the knowledge that each sip must be small and deliberate, and the understanding that mere dollars do not represent the value of this priceless experience.

This is the Scotch whisky of the Angel's Share Collection, by Mark Russo. It can only be purchased by the individual cask, the contents of which yield 100 to 175, 750ml bottles, depending on the age of whisky selected. The longer a whisky ages, the less of it that's left in the barrel, as over the years a portion evaporates- the evaporated whisky is commonly referred to as "the angel's share." This is a main reason why the older the whisky, the rarer it is.

You must put 50% of the money down prior to the customization of your specific Scotch; the total cost will run you a handsome \$375,000. The Angel's Share Collection is the bespoke, Rolls Royce level experience for whisky, as everything is custom tailored to the individual who purchases the product. Once you've created your own personal cask of Scotch, there will never be another one exactly like it ever made, ensuring that the contents of your cask is very exclusive, and incredibly rare. Each time a sip is taken from the Angel's Share Collection, it's gone forever.

HERE'S HOW IT WORKS

Mr. Russo owns a variety of single malt Scotches, between the ages of 35 to 56 years old, which are inevitably extremely rare. These Scotch whiskies are all single malts, and options are available from several different distilleries. So when an individual puts the money down on a cask,



the buyer can determine when they want the Scotch to be bottled.

At that point the process is finished, by placing the entire contents of that single cask into hand-blown custom glass bottles. The buyer picks the color of the bottle, and a specialized mark of ownership symbolizing the unique interest of the owner. Each bottle is individually numbered, and can never be purchased by anyone else, anywhere else in the world. Customization includes the age of the Scotch, the distillery it came from, the barrel it's rested in to marry flavors, how long it's rested up to 1 year, and the specific alcohol content 40% or above. And like an art collection, you have your personal Angel's Share Collection, a perfect reflection of yourself as a unique and singular expression which can never be created again.

LIVING THE ULTRA LUXURY LIFESTYLE

Mark Russo is the creator of Angel's Share International, which is an ultra-premium luxury lifestyle company focusing on food, wine, and spirits. The company caters to those that can afford the very best of the best. Angel's Share provides everything from the amazing custom made Scotches discussed, to the ultimate in luxury lifestyle experiences, excursions, and events. Whether it's an unbelievable Napa Valley wine tour that includes overnight stays in grand chateaus, an amazing yacht trip in Monaco, or an ultra-exclusive golf excursion to Asia, Mark has crafted it

the decision making process begins. For example, the buyer may sample single malts from four different distilleries, and decide on a particular distillery. Then they might narrow it down to a choice between a 36 year old, 42 year old, 48 year old, or 54 year old. After the distillery and the age statement are chosen, the buyer then samples whiskies that have been sitting in different types of Bordeaux barrels, whether

it's a Lafite barrel, a Latour barrel, or other various types. So the custom Scotch may end up being a 48 year old Glen-goyne, that's then going to rest in a Lafite Bordeaux barrel. Over the course of the next 10 months to 1 year, that particular Scotch will sit in the Lafite barrel to marry the flavors. Once a month Mark Russo will send a sample to the buyer so they can experience how their custom made Scotch is developing. At any point over the course of this period,

for major sports figures, celebrities, and high net worth individuals from all over the world.

In fact, Mark is the creator of the world's finest and most expensive private jet golf excursion to Asia. This remarkable excursion lasts for 2 weeks, and explores 4 Asian countries, all via private jet. The package is food and wine driven, with golf as its primary focus. The rounds of golf that are included in the trip are played at elite private membership clubs, with memberships running \$1 million a year! Mr. Russo told me that "if you showed up to one of these clubs with \$10,000 in your pocket to play a round of golf, and you weren't a member, they'd politely ask you to please leave immediately." Beyond the finest accommodations, the excursion also includes a dinner with the King and Queen of Thailand, and a stay aboard an incredible yacht. The cost for this vacation you might ask? \$1,300,000.00, yes that's right, \$1.3 million.

Mark is also the owner and winemaker of The Black Bottle Winery, producing an extraordinary Napa Valley Cabernet Sauvignon cult wine, which goes for \$1,000 a bottle— that is if you can even get your hands on one. The story behind starting the wine in his words is: "Robert Mondavi was a personal friend and before he passed away I asked him if he would try my wine and give me his opinion as a top winemaker. He tried it, asked me where the grapes were from and I said 'Napa Valley, it's a cabernet from Napa Valley Bob.' He tried it again and said, 'Well Mark, it's not a very good Napa Valley cabernet,' and I thought damn, Robert Mondavi doesn't like my

wine. Then he added, 'this is really a gorgeous wine with Old World character, I think you'll be very successful with it.'" So this is the Black Bottle, made of the finest grapes from select hillside vineyards, in very small quantities, and only available directly from the winery via a limited allocation list. Proof of its success is that it immediately sells out upon release to collectors and wine enthusiasts. There's a 6 month waiting list to get onto the allocation list. Mark is also the proprietor of one of America's singular wine events, The California Cult Wine Classic, where up to 20 "cult" wines, each costing over \$1,000 a bottle, are enjoyed over an evening of wine and food appreciation.

MARK RUSSO, LUXURY LIFESTYLE EXTRAORDINAIRE

Prior to forming Angel's Share International, Mark Russo was the Brand Ambassador for The Macallan Scotch whisky. He got his start as a food, wine, and spirits connoisseur early-on by studying at a prestigious Italian Culinary Academy, and subsequently opening a very successful restaurant in Newport Beach, CA. Thereafter, Mark attended UC Berkeley where he ended up meeting Julia Child, who then became a lifelong mentor and friend. Julia Child, Robert Mondavi, and Dick Graf created the nonprofit group called the American Institute of Wine & Food, and Mark was an early and powerful advocate for the organization. Today Mark is Chairman Emeritus of AIWF's Northern California Chapter.

So if you're a titan of industry, a wealthy celebrity, a hedge fund manager, or perhaps just the latest Mega Millions winner, you might want to contact Mr. Russo for the most exclusive lifestyle options you can find. Otherwise, you can appreciate the fact that you gained some insights into the world of the rich and powerful. Visit www.angelsshare.com and www.blackbottlewinery.com to find out more.

