



*Canadian
Club.*



TISH HARCUS

Tish is responsible for managing the Canadian Club Brand Center in Walkerville, Ontario, Canada. In March 2014 she accepted two awards in London, England for **2013 and 2014 Whisky Center Manager of the Year** from the prestigious **Icons of Whisky Association**. In addition to educating key global Canadian Club salespeople and distributors at the brand center, known as “The C.C. Walkerville Experience”, Tish attends whisky shows and does Master Classes throughout Canada and the U.S. to present Canadian Club Whisky and to share her love of the portfolio. With more than 27 years of experience representing Canadian Club, she also plays a vital role as a key member of the Global Canadian Club marketing team.

In 2013 Tish developed a new program for women who are interested in knowing more or discovering whisky for the first time. Since the inception of the C.C. Women & Whisky group two years ago, she has traveled the world sharing her knowledge of whisky to women through presentations and whisky tastings. Today 45% of the whisky consumers are female and this number is rapidly growing.

Tish takes great pride in sharing Canadian Club’s historical facts with key sales people, distributors and the general public. She continues to uncover interesting nuggets by sifting through archival materials and exploring the nooks and crannies of the brand center, formerly Hiram Walker’s home. By sharing stories about Walker and his sons, the whisky’s origins and expansion, how it was smuggled during prohibition, and the company’s impact on the local community, Tish hopes to provide those instrumental in Canadian Club’s success with a deeper appreciation for the brand.