

World Whiskey Society introduces flavoured whiskey: The Doc Holliday Huckleberry Edition

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World Whiskey Society® (WWS), the company renowned for seeking out the world's most intriguing whiskies, announced the Doc Holliday Huckleberry Edition as the newest addition to the Doc Holliday series and the first-ever flavoured whiskey inspired by the legendary catchphrase of Doc Holliday himself.

"This exceptional release pays tribute to the bold, fearless spirit of the Wild West while delivering a modern twist of juicy, summer-inspired flavour that can still be enjoyed all winter," says Alex Kogan, CEO of World Whiskey Society. "Our master blender has crafted a classic whiskey profile enhanced with the sweet, tart taste of fresh huckleberries, achieving a perfect balance of richness and refreshment. Vibrant berry notes meld seamlessly with the signature smoothness of the Doc Holliday series, creating a dynamic and flavorful experience that transports you to a sun-soaked summer adventure with every sip."

Bottled around 35 per cent ABV/70 Proof, the nose opens with bright, tart huckleberry lifted by sweet wild berry jam, supported by soft vanilla and light oak for balance and warmth. On the palate, juicy, slightly tangy huckleberry leads, followed by deeper wild berry sweetness, while the mid-palate reveals a comforting layer of toasty, lightly honeyed graham cracker. The bourbon base is evident with gentle vanilla notes and a subtle oak presence. The finish is smooth and medium in length,

leaving lingering berry brightness, a touch of vanilla cream, and a faint echo of oak spice.