

Whiskey, Puddings, Shampoo and Insanity – A Taxonomy of Circulating Loads

J.D Pease, P.D. Munro

Mineralis Consultants Pty Ltd

Abstract

While the attribution to Albert Einstein is incorrect, it is often repeated that insanity is doing the same thing over and over again and expecting different results.

After an argument about whether children preferred to read about fairies or food and fighting, Norman Lindsay wrote “The Magic Pudding” featuring Albert the “cut an’ come again” pudding who maintained his full capacity no matter how many slices were cut.

The most successful three words in marketing history are renowned to be “rinse and repeat”.

Whiskey is distilled at least twice to improve its quality. The finest whiskeys are distilled three or more times.

These conflicting observations mirror the industry confusion over circulating loads. Sometimes they are good, sometimes they are fanciful but harmless, sometimes they are bad. How can we tell the difference?

This is a field guide to help you identify and assess the value of your circulating loads.