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## Welcome to our first-ever Go Wild Magazine dedicated to both Whiskey & Gin.

**I**t's an absolute pleasure, on my part, to add Go Wild Irish Spirits as the Tenth Title that we have launched in Ireland, since our inception in 2014. Not bad for eight years of work!

Like a lot of people, I only had limited knowledge of Whiskey & Gin but it was one of those things that I always wanted to learn a little bit more about. So, I asked a selection of industry specialists, some renowned experts plus a number of friends who also happen to be experts about a new magazine, and on their advice, I decided to publish this new Go Wild Irish Spirits magazine for Ireland.

In reading this edition, I am hoping that you might find yourself in a similar situation to myself and you are seeking more knowledge about Gin or Whiskey, so hopefully the following pages will help educate you a little more than before you make your next Gin or Whiskey purchase.

As is so often the case, adversity drives innovation and provides us with new ways of thinking and working. This really shone out to me in the many developments that are currently happening in both the Gin and Whiskey industries in Ireland, all of which are detailed inside.

I hope that you really enjoy this Go Wild Irish Spirits magazine. Please note that it is only made possible by the support of our featured advertising partners, so please support each of them as they support us.

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*Bobby Power*

**Publisher, Go Wild Magazine titles**

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**W**elcome to the newest magazine that's all about the wonderful spirits we are producing on this beautiful Emerald Isle. We want to share the experiences and sights with you, whilst learning something new.

Whiskey, gin and vodka don't have to be complicated. Most of us want to understand or know a little more about the wonderful and booming industry that is right at our door.

I learnt my respect for alcohol from my parents and grandparents, who enjoyed a drink and it was a treat. It was to be respected, not just because of the alcohol but because of all the time and effort put in by so many, to create what you have in your glass.

A study by IBEC found that Gen Z are more mindful about drinking. It has never been cool to be drunk but in this age of social media, almost everybody has a device ready

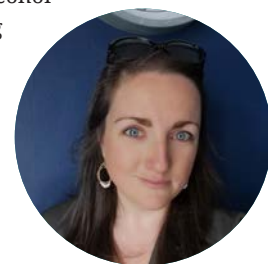
and waiting to capture your one mistake and make it public forever.

My article on 'How To Taste' is one I hold dear because I was almost twenty-one before I started drinking and spirits were not my thing. However, I was curious to understand why people enjoyed certain beverages. Once I understood that I should pay attention to the flavours and textures, my experience with drink and with food completely changed for the better.

Also, you don't necessarily have to drink alcohol to learn about the subject. It is a fascinating topic, just ask my vegetarian teetotal sister. We do hope you enjoy our stories and sips. Sláinte.

*Suzanne Redmond*

**Editor, Go Wild Irish Spirits**



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**A special thank you to Fáilte Ireland & Ireland.com for their support with content and imagery.**







# INTRODUCING IRELAND'S SPIRITS *and a Few Facts*

*By Editor Suzanne Redmond*

*Across the length and breadth of Ireland we have seen a new wave of beautiful and sometimes not so beautiful distilleries popping up all over. We now have five distilleries in Dublin City, two of which are only yards from each other's door.*

**T**he last ten-years have seen the landscape change and for the better. We have a history of making some of the best whiskeys in the world, something we have been doing as far back as the sixth century. We have writings about whiskey making in Ireland that predate those that Scotland holds.

But it is not only whiskey as gin and vodka are thriving too. For some, not all gins and vodkas are paying to keep the lights on, whilst whiskey rests with the whiskey-angels watching over them, keeping an eye on their share.

Ireland has a long history with whiskey

especially. At one time we had over two thousand distilleries, most of which were small independent. When the English made poitin illegal in 1661 and taxed whiskey, many either closed or went 'underground'.

The Americans became quite fond of our 'Water of Life', but not all whiskey that was landing in the states was Irish and any good. Sales started to slow down, so we added an 'e' to whiskey, to differentiate between our beautiful nectar and the questionable whisky coming from elsewhere.

Prohibition almost killed the industry, from having thousands of distilleries

dotted around, we then ended up with three. And it stayed that way for a very long time. It wasn't until 1989 when John Teeling and a few other businessmen bought Cooley Distillery, this started to pump a little energy back into the world of whiskey. The formidable John Teeling later bought and revived the old Kilbeggan Distillery in Westmeath.

John's sons, Jack and Stephen also made history by opening the first distillery in Dublin City in 125-years. They are a business family, who see just how wonderful and successful Irish Whiskey is to us and those around the world.





## A little bit of trivia to get your juices going:

### Whiskey

When we refer to the angels' share, we are referring to the evaporation that occurs naturally, about two percent is lost each year. It is a lot but in hotter climates it can be a lot more.

Whiskey starts life as beer.

They say life begins at forty, and it certainly does for whiskey, which must be bottled at a minimum of forty percent alcohol. Anything less is not considered whiskey.

Back in the day, you could find poitín as strong as ninety percent or higher. As they would say, what doesn't ail you is good.

Gluten intolerant people need not worry as once the grains are distilled to make a spirit; it is now gluten free. The distillation process removes the gluten.

Joe Sheridan, head chef for Foynes airport in Limerick, is credited with inventing the

Irish coffee in the 1940s. One miserable cold night, a plane from the states landed, and he added a drop of whiskey to the coffee for his American clientele. He was asked if it was Brazilian coffee and he said 'No, it's Irish coffee'.

The devil's cut is the addition of water to a barrel to get any remaining whiskey out of the wood, done right this can be lovely.

For whiskey to be whiskey it must be aged for three years, we have a saying in Ireland that it is three years and a day but that's not true.

John Jameson, of Jameson fame, was from Scotland.

The average measure of whiskey is around sixty-four calories, which is less than a banana.

### Gin

It's not gin without Juniper berries, which are almost exclusively picked wild.

In the eighteenth-century London had around fifteen hundred stills working across the city with well over six thousand

places where you could buy your gin.

Gin and tomato juice was the popular hangover cure in New York City in the early twentieth century.

The Philippines is the biggest market in the world for gin.

In days past, The British Navy were given a ration of gin every day, to keep the scurvy away, thus the famous gimlet cocktail was invented by a naval doctor, which was enjoyed by all the crew.

Juniper is a seed not a berry and nearly identical to blueberries. Both are loaded with antioxidants.

Gin was originally used for medical purposes, so you went to the pharmacy to buy your gin.

Martinis can be made using gin or vodka, but the original martini was made using gin.

After all these facts, you are probably ready for a cocktail, check out our quick and easy cocktails for some inspiration.





**W**ith a dream of building a distillery in his parents' native Donegal, English-born James Doherty and his wife Moira (who hails from Zimbabwe) left their home in Hong Kong to relocate to the wilds of the Sliabh Liag peninsula in 2014, to set up Sliabh Liag Distillers – Donegal's first legal distillery in 175-years, with a mission to reclaim the distilling heritage of Ireland's north-westernmost county.

The company has had a very busy eight-years since, producing an award-winning range of smoky Irish whiskeys alongside its renowned An Dúlaman Irish Maritime Gin and Assaranca Vodka, and last year

saw the opening of the state-of-the-art Ardara Distillery, which houses all of its distilling operations.

### **Irish whiskey that takes you on a journey through smoke**

James believes the one thing that truly sets Sliabh Liag Distillers apart from the growing number of distilleries across Ireland, is that it's "the only distillery dedicated to smoky Irish whiskey in the way that it would have been done at the turn of the 20th century, when Irish whiskey was at its peak. And because we use this unique 'all-grains-in' process, it brings you whiskeys that are all about

character and flavour. It's about tasting rural Ireland."

Named after the Silkies of the Donegal coast – mythical mermaid-like shapeshifters who shed their sealskin coats to become enchanting sea maidens – the three key labels in the range are The Legendary Silkie, The Legendary Dark Silkie, and The Midnight Silkie. "The Legendary Silkie is a blend of Irish whiskeys that tells the story of rural Ireland and the west coast in particular. It takes you on a journey through smoke, so the range starts with The Legendary



# NORTHERN LIGHT

*On the edge of Ireland's most north-westerly point is a bustling distillery set up by a husband and wife who were inspired to revive Donegal's distilling heritage.*



*Chatting with Meg Walker*

an enormous success for the company and the village of Ardara. "It's been flat out," says James. "Most of the tours have been booked up days in advance and the response from the local community has been brilliant. The synergy between the distillery and the village is really positive." So what can visitors expect? "You're welcomed into a distillery that started out as the only distillery that's dedicated to smoky Irish whiskey on the island and into a very modern interpretation of whiskey distilling today. It's more of a working distillery rather than a visitor centre, and it takes you through the uniqueness of our distilling process."

## Up next

Sliabh Liag Distillers has big plans for continued growth and development in the coming months, including fresh product launches as well as a new dedicated gin distillery. "We have a new special gin coming out which is based on our time living in Asia. It's called Memories of Asia and it has underlying flavourings of the sea with those intense aromas you get from living in Hong Kong," says James. "We also have a new Midnight Silkie cask strength that's just about to come out. And for Christmas, we'll have a return to The Legendary Red Silkie. From a distillery perspective, we'll start to build a new gin distillery – as the business is growing so fast, we need a bigger gin space. So exciting times for Ardara."

## Ireland's unique spirit industry

As someone who's returned to Ireland to set up a distillery, with a wealth of experienced gained all across the world, what are James's thoughts on the spirit industry in Ireland? "It's a fascinating space that's really dynamic and surprisingly collegiate – we're all really supportive of each other, which I think is really interesting. And we're starting to see an emergence of styles that are very specific to place and a return to regionality, and I think that's a really strong place for Irish spirits to be in the long term."

**Discover the full range and learn about the new visitor centre at [sliabhliaghostillers.com](https://sliabhliaghostillers.com).**

Silkie, which is soft and sweet and spring-like fresh with a gentle smoke. Then Dark Silkie takes you to my granddad's kitchen and his pipe – it has a sort of sweet tobacco smoke aroma laid over the top of a rich Irish whiskey. And then we have Midnight Silkie, which takes you to the end of the evening – it's a proper smoky, challenging whiskey to close the night."

James prefers his over ice, but says it's all down to personal taste. "Silkie has a little bit of an orange note to it, which is really nice. Our signature serve, the Silkie Rua, is The Legendary Silkie with ginger ale and a slice of orange and it's a really lovely way to enjoy it. If you want Dark Silkie, I would try it with Football Special, which is a world-famous soda made here in Donegal."

## A gin with a rich umami flavour

An Dúlaman Irish Maritime Gin was first released in 2017 and has garnered countless fans and accolades for its unique flavour. "An Dúlaman captures the magic of the sea – or *Draíocht na Farraige* in Irish – with 11 botanicals, five of which are seaweed. It's a savoury, rich and complex gin with a real umami

taste," enthuses James. "One of the seaweeds in it, pepper dulse, we only pick during a full moon because we get the lowest tide at that time and it's a tiny dulse seaweed that grows about two and a half centimetres long. It tastes like garlic chorizo with chillies. It's the most incredible thing. It's known as the 'truffle of the sea'. For me, our gin works really well with a soda or a bit of lemon but if you want a gin and tonic, serve it with a premium tonic and a slice of grapefruit."

## A craft vodka inspired by the Donegal hills

Taking its name from the dancing waters of Assaranca Falls on the north side of the Sliabh Liag peninsula is the brand's own soft quadruple distilled grain spirit. "Our Assaranca Vodka is really lovely because it's infused with gorse flowers that smell like almond and coconut, and rowan berries that give a slight tang to it," James explains. "It tastes like alcoholic coconut water and so works really well with lime and soda."

A new visitor experience in Donegal The Ardara Distillery visitor centre just opened in August 2022 and so far it's been





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# WHERE GREAT WHISKEY *is created*

By Meg Walker

Powerscourt Distillery is not only the ideal place to inspire a new generation in craftsmanship and whiskey appreciation but also the perfect setting to create whiskey. The unrivalled location offers access to the best raw materials, including the pure mineral water that filters into the estate's underground lake from the Powerscourt waterfall. In addition, proximity to some of the best growing lands in Ireland, and enjoying a mild coastline climate, set the perfect stage for distilling and maturing Irish whiskey

## **Taste of Powerscourt**

Powerscourt Distillery introduced a carefully selected choice of Irish artisan food products to complement the tastings of Fercullen Irish Whiskey. Resident food historian and

Food & Beverage specialist, Santina Kennedy, takes visitors on a local food adventure, an authentic taste of Ireland's Ancient East! She has chosen the finest local foods to pair with the signature range of whiskeys - a journey of discovery into Wicklow's food and farming life. Surrounded by the barley fields of Powerscourt Estate, visitors learn how whiskey is made from grain to glass. "The concept of the Whiskey Food pairing really seems to ignite curiosity in our visitors. In a place like Powerscourt where wild and cultivated ingredients are in abundance, it's fantastic to be able to shine a light on them through unique expressions of classic cocktails, and the wonderful local foods" says Santina Kennedy.

Fercullen Irish whiskeys are



distributed across Europe, Asia, Africa and soon to be in North America, appreciated by whiskey enthusiasts and experts alike. The team looks forward with confidence and excitement as Powerscourt distilled whiskeys comes of age and they proudly launch their first release of a blended whiskey containing malt distilled at Powerscourt. "Fercullen Falls Small Batch Irish Whiskey is a blend of malt and grain whiskeys, with a high malt content (50%) highlighting the unique quality and style of the Powerscourt Distillery. It is the first (legal) whiskey distilled in Wicklow in over a hundred years. The team has worked very hard to develop and deliver Fercullen Falls Blended Irish Whiskey and we are very pleased with the results." John Cashman Head of Whiskey.

Fercullen Falls Small Batch Blended Irish Whiskey will be available for purchase in-store from 15th September 2022





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# Women in Whiskey

## – *Mistresses of Malt*



Alex Thomas

Women in Whiskey; it has become a hot topic of late as more and more companies are now showcasing the many wonderful women they have involved in key roles. Women are getting the spotlight now, yet we are not new to the industry. Like many industries, women have always been there, just not highlighted.

**W**hiskey is, or should I say, has been considered a man's drink, but why?

Somewhere along the line, history became a little blurry but with a little digging, you start to unearth some fun facts about just how many women have been involved, and in such pivotal roles.

Mary the Jewess from Alexandria, who lived somewhere between the first and third centuries AD, is considered to be the first real alchemist. Setting the wheels in motion for distilling, she invented a variety of stills and reflux condensers.

Helen Cumming was the first woman to set up a Scotch Whisky business in 1824, bootlegging Cardhu whisky; eventually it was made legal by her entrepreneurial daughter in law Elizabeth.

Jessie Roberta Cowan, known as

Rita, married a Japanese man in 1920 and moved to Japan, bringing with them their knowledge and experience of Scotch Whisky to Japan; where after some time working on Japan's first Whisky company, Yamazaki, they started their own company, the infamous Nikka distillery. Rita was a savvy businesswoman and with her husband's experience in the distillery and degree in chemistry, they were unstoppable.

Bessie Williamson, moved from Glasgow to Islay in the 1930's for a summer office job after receiving a MA at university. The owner of Laphroaig, Ian Hunter, was a bit of a visionary and a man who was very protective over the distillery and its whisky recipe. Bessie showed such passion, drive, and respect for tradition, that upon

his death, Bessie was to inherit the distillery. Thus, making Bessie the first female distillery manager and owner.

There are so many more inspiring, passionate women involved in every facet in the world of whiskey today, I could write a book. Safe to say women are here to stay, we also have the biological bonus of having better palates and noses, which are essential to making and talking about this wondrous amber liquid.

Check out Alex Thomas newest blending masterpieces for the Bushmills 2022 Causeway collection. For the very first time she has her name and title on the bottle, which is an amazing acknowledgement. She is a woman who adores her role as Master Blender, her passion, energy and eye for detail just shine out.



Bessie Williamson



Helen Cumming



Mary the Jewess



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# The spirit of Dingle

*Situated in the heart of the Kerry Gaeltacht along Ireland's Wild Atlantic Way, is a distillery creating distinctive whiskey, gin and vodka inspired by its local surroundings.*

*Elliot Hughes, managing director of Dingle Distillery, shares his thoughts on what makes the brand's products so unique.*

**F**or Elliot Hughes, the managing director of Dingle Distillery, it's the inimitable Kerry setting that sets the brand apart, from the local botanicals used to make Dingle Original Gin to the maturation of Dingle Whiskey, carried out right in the heart of the Dingle Peninsula.

Elliot's father, Oliver Hughes, co-founded the distillery ten-years ago, in 2012. At that time, it was reportedly the first purpose built and privately owned distillery to open in Ireland in over 150 years. Oliver sadly passed away in 2016 before the first Dingle whiskey was ready for bottling, but Elliot and his team have worked hard to carry on his father's legacy to create distinctive spirits that reflect the beauty and charm of the region and its people.

What Elliot is most proud of, he says, is seeing just how far the distillery has come over the last decade. "The team that we have built within the distillery and looking at our position going forward is exciting and something I think we can all be quite proud of."

### Dingle Whiskey

The brand's first whiskey release came in 2016 and it's since seen limited, small-batch releases like the Single Pot Still appearing alongside the renowned Dingle Single Malt, which has seen six-batches released to date, each one more mature than its predecessor. "Our Single Malt is something we're really quite proud of. We've seen sales of it grow tremendously. It's a reasonably priced whiskey that's made to suit all tastes," Elliot explains. "Personally, I like to drink it neat but it's suitable for use in cocktails too." Have a gander at [dingledistillery.ie](http://dingledistillery.ie) for a host of inspiring suggestions for tasty cocktail recipes to try, like an interesting twist on a Manhattan or an Old Fashioned.

### Dingle Original Gin

This hand-crafted artisan gin is made in small batches and categorised as a London Dry Gin, but it's the bespoke blend of local botanicals that gives Dingle Original Gin its unique flavour. "We use 13 different botanicals in our gin. Six of which are locally found on the Dingle Peninsula and that creates a uniqueness that you're not getting anywhere else," says Elliot. "Our signature G&T serve



is over ice with a good-quality, non-flavoured tonic (so as not to mask the natural flavour of the gin) and a slice of orange or grapefruit. I also quite like a gin and soda from time to time – it allows you to really experience the flavour of the gin."

### Dingle Distillery Vodka

When you're looking for something a little softer, the brand's own vodka promises a smooth and easy-drinking flavour profile. "Our vodka is something that we've always been very proud of," Elliot says. "Those who've tried it tend to be blown away by just how smooth and tremendously easy-drinking it is. Vodka and sodas are becoming quite popular at the moment and this would be one simple way to enjoy it."

Next up for the brand is a fresh whiskey series soon to arrive in the coming months, which Elliot refers to as "the next chapter", while plans are in place for a newly built distillery and visitor centre in the very near future. Here's to another successful decade of Dingle Distillery spirits.

### Award-winning spirits

All three of the brand's key spirits – Dingle Whiskey, Dingle Original Gin, and Dingle Distillery Vodka – have won multiple awards worldwide, including a bronze medal in the Irish Single Malt Category for Dingle Single Malt Whiskey Batch No. 4 at the 2020 World Whiskies Awards; Best Irish London Dry Gin, World's Best London Dry Gin and World's Best Gin at the 2019 World Drink Awards; and Best Irish Pure Neutral Vodka at the World Vodka Awards 2020.

*Chatting with Meg Walker*





**T**he reality for most and for me many moons ago was, I didn't know how to taste whiskey and what exactly was I tasting or trying to taste. Hence, I thought I'd share my findings from my journey to the dark side. Below is my quick step by step guide to becoming a whiskey drinker, or at the very least you will be able to maximize your enjoyment of the taste.

Where possible, choose a corn-based whiskey (Single Grain Whiskey) or a gentle blended whiskey. While you might not have a proper whiskey tasting glass, most of us will have a brandy glass. This style of glass would be the nearest to most whiskey tasting glasses.

Pour a half or full measure, depending on your plans for the evening. Leave adding any ice or mineral for the moment. If you are a first-time whiskey drinker, perhaps add a teaspoon of water to your glass. Always, where possible, hold the glass by the stem or base. By holding the globe of any glass, you are adjusting the

temperature of the liquid in the glass with your body heat.

Swirl the whiskey in the glass, gently. Do this for a few seconds, then blow into the glass. This will help get rid of most of the esters from the alcohol as it is these esters that can burn your nose when you first 'nose a whiskey'. Swirl again, and slowly put your nose near the opening of the glass but, only for a moment or two as you don't want to feel the burn. A quick nose on a whiskey is usually sufficient.

Any alternative way to expose the nose of a whiskey is to put a drop on the palm of your hand and rub your hands together; then cup your hands and gently nose.

Depending on your familiarity with whiskey, if unsure, always start with

a small amount of the liquid, roll it around your palate and swallow. For the experienced whiskey drinker, keep your mouth closed, breath in through your nose and out through your mouth. This will most certainly open up the flavour profiles in your whiskey, as well as the heat.

Now you are probably shaking your head and thinking you hate whiskey more than ever but wait, what are you feeling, tasting?

For most, the first thing that will get you is the burn from the alcohol. Your gums are feeling a bit hot and tight and with heavier whiskeys you may feel your





# HOW TO TASTE WHISKEY

## - A Journey To The Dark Side

*Whiskey, whisky and more whisk(e)y, there are so many new and wonderful distilleries popping up all over this beautiful island of ours; some will say they don't care for this amber nectar but today I ask that you give these few tricks a try and they might just change your mind or at the very least, pique your interest.*

entire mouth tighten. This is a mix of the tannin from the wood and the strength of the alcohol, which is the biggest culprit for most not enjoying whiskey or spirits in general. Tannin will always dissipate and as your mouth waters, so will the alcohol.

Time to focus on the feel/body of the whiskey and how it tastes. Typical taste profile from corn-based whiskeys, would be gentle oak, soft, sweet tones and possibly floral notes.

Always take small sips, even let it roll gently around the palate to pick up anything you missed the first time. By now you probably have some opinion, whether it is a like or dislike, it is still an opinion. Sláinte.





# THE PERFECT BLEND

*The folks at James J. Fox in Dublin have been purveyors of Irish whiskey for more than 140-years, so they know a thing or two about what to look for. Yiorgos Manesis, managing director of the iconic Grafton Street shop, talks about what's in store and how you can blend your very own bottle of whiskey suited exactly to your personal taste.*

## Our in-store collection

The two categories we specialise in are cigars and whiskey, mainly Irish whiskey. Whiskey in Ireland is experiencing a new "Golden Era", with more than 40 distilleries now in operation, and it is always very exciting to see new whiskeys coming out from new producers. We try to stock the very best whiskeys that Ireland has to offer, particularly ones that

people cannot find outside of Ireland.

Irish whiskey sales across the world have been growing exponentially, and there is clear demand for both the product itself, as well as knowledge about whiskey in general – it is great to see that customers seem to know more about Irish whiskey now than they did years ago... and they come in looking to learn more.

When someone is looking for something special, we would always recommend limited releases and single casks, particularly ones that are exclusive bottlings for our store. We collaborate with distilleries and bonders every year, sampling some of the very best casks from their inventories and choose our favourite, which is then bottled exclusively for James J. Fox.

Exclusive bottlings are very limited, with yields of 120 up to 300 bottles and they

vary in price anywhere from €85 to sometimes over €1,000 a bottle. Two of our latest exclusive bottlings that can still be found in our store are the Midleton 1998 single pot still and the Dunville's 20-year-old single malt. They are two amazing whiskeys that we are very proud of, and they are very sought after amongst whiskey collectors. Very rare and extraordinary bottles also arrive in the shop from time to time, some costing as much as €50,000 per bottle. These don't last for too long, though, as some are a once-in-a-lifetime opportunity to own a piece of Irish whiskey history.

## Blend your own whiskey

Our new Blend Your Own Whiskey experience was launched in February 2022 and is proving very popular. In a fun and educational session involving our dedicated whiskey blending unit, customers get to sample the three different types of Irish whiskey – single







Yiorgos Manesis, Managing Director

grain, single malt and single pot still, along with some blends that we have previously created using these three components. Our staff talk about the characteristics of each of the whiskeys, how they are made, how they differ from one another and how they interact with each other. By the end of the tasting, customers will have found out where their palate lies, which style is their favourite and, with the guidance of our staff, the exact composition of their preferred blend.

The whiskeys are then blended together to the exact proportions the customer has chosen, poured into a 70cl bottle, which is then corked and sealed. To finish, the customer gets to fill in a personalised label, bearing their preferred blend composition and their signature as the blender. Each bottle is unique, as everyone has different tastes and blending your own bottle of James J. Fox Custom Blend guarantees you will get the blend that matches your own palate – as well as (probably the first) whiskey blender credit to your name.

We have been amazed to find that the choices of blends are always very different, and it's always surprising to

see how different people's palates can be. Even in groups, it is very rare that two people will choose the same blend composition. It's an experience that anyone (over 18, of course) can take part in, regardless of their present knowledge of whiskey. The price of €85 covers sampling, the blending process, and the 70cl bottle of the final blend – to be enjoyed at the customer's leisure.

### Finding the perfect gift

Whether it's Christmas, a special birthday or a celebration, we can guide you to find the perfect bottle of whiskey for yourself or someone else – whether they are a collector, an enthusiast or someone who occasionally enjoys a glass. We have whiskeys to suit all budgets and palates, and we are always happy to help choose a whiskey the recipient will really love. Some of the most popular brands of Irish whiskey in our store would be Teeling, who are producing some fantastic whiskeys not far from us in Grafton Street; Fercullen from Powerscourt Distillery in Co. Wicklow; and, naturally, Redbreast – a very popular choice at Christmas.

And then, of course, we have the inaugural batch of our very own James J. Fox Irish Whiskey, a blend of single grain, single malt and peated single malt Irish whiskeys, limited to 1,000 bottles and retailing at €65 – a real whiskey drinker's whiskey! We also appreciate that not everyone may feel confident enough to pick a bottle for a gift, particularly if the intended recipient is a whiskey enthusiast. If you prefer to give that special someone the freedom of choosing their own gift, we offer vouchers for the Blend Your Own Whiskey experience, so they can go through the whole experience and blend their own bottle of whiskey to bring home. Gift cards that can be redeemed towards any purchase in our Grafton Street store are available as well.

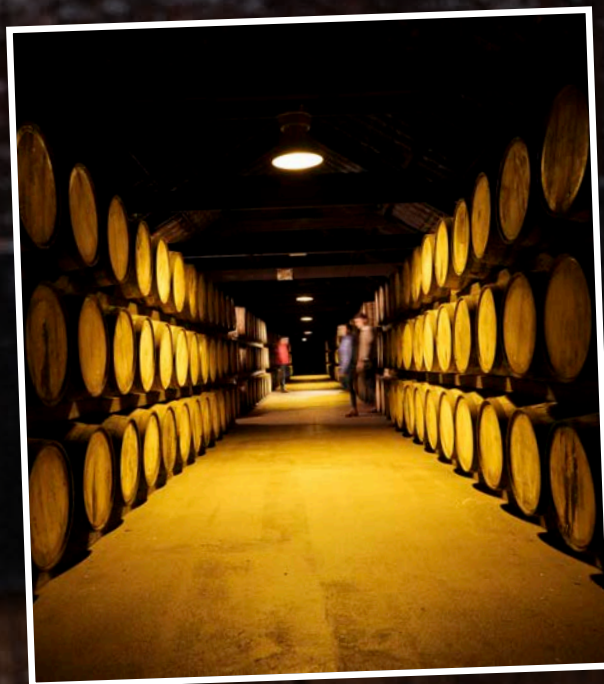
*Discover the full collection and learn more about the Blend Your Own Whiskey experience at [jamesfox.ie](http://jamesfox.ie).*





**Go Wild**  
New! Irish Spirits







# How it's made...

## Whiskey

Simple in theory, a tad trickier in practice. One thing that struck me when I became a distiller for a day was that making whiskey is not the 'linear' process it sometimes appears.

Grain, yeast, and water. Usually, a mix of malted and un-malted grain. Why? Once again, it comes down to tax! The malted grain in your whiskey was taxed but not the un-malted grain, hence the blend was born.

Whiskey was a beer once, then distilled and rested in wood to become whiskey. Today, craft, and community unity is becoming more and more important. Distilleries across Ireland are constantly working towards becoming self-sustainable and supportive to its community. Distilleries across the country are using as much locally sourced ingredients as they can. Not only does it support the community but it also reduces their carbon footprint.

Many distilleries use a blend of malted and un-malted grain. To get the malted grain, you must first steep the grains in water to start the germination process. This is achieved by allowing the grain to steep in water for two or three days., turning starches into sugars. Once germination begins the grains are spread over the malting floor and turned frequently so allow the grain to dry out evenly. This process is rarely done on site and most would go to a Malt House to have this done. There are still a few distilleries in Scotland that have their very own malting floors.

When the distiller is happy with the malting, it is now time to crush the grains, using a grain mill. Essentially the grains have to pass between rollers, crushing it down into a grainy flour.

Once you have your grain ready, you place it into a mash tun, usually made from wood but more and more are opting for steel. Add water, stir and then heat. This is done to release the sugars, at this point it can resemble porridge. Once the sugars are extracted it is time to drain off this precious liquid. The spent grain is fantastic animal feed, and many have been selling it to local farmers.

It is drained off into a fermenter otherwise known as a washback. Here the yeast is added and stirred in, to start the conversion of sugars to alcohol. It will be left to ferment for a few days. Once it's around seven to ten percent alcohol, it is time to remove the liquid.

It will then be transferred to the whiskey still. In Ireland we tend to favour the pot still and usually distil it three times to give it that extra smoothness we are known for. The liquid is transferred into the first of three stills. The liquid will be heated up and as alcohol boils at a lower temperature than water, the alcohol vapours rise up into the neck of the still,

where it will reach the condenser and turned back into liquid, at this point the liquid is referred to as low wines, at around 20% alcohol.

From there it will be moved into the next still, known as the spirit still. The process is repeated once again.

From here the liquid is moved into the third still, this time resulting in a liquid at 60% or more.

It is now time to discard the head and tails and keep the heart. Many distillers will distil the heads and tails again. Heads and tails is about the start and end of the run. The flavours are usually harsh and not very good for you either. The heart is then placed into the wooden barrels for a minimum of three years. However, most will keep it in wood for a lot longer.

To sum it up, you add your crushed malted grain to water, heat to release the sugars. Add your yeast to ferment the liquid and convert it to beer. Then distil the beer into new make spirit, where it is placed in a wooden barrel for a minimum of three years.

In Ireland, by law, we only need to age our whiskey in wood, in Scotland however they must use oak by law. Thus, giving us a unique ability to play around with the flavours different woods can give.

## Gin

Gin is made using a neutral spirit, by distilling grain and infusing it with juniper and spices, fruits, flora and fauna to give the fragrant spirit we love. Again, they would use a copper still to distil the base spirit before steeping it or infusing it. Steeping involves placing the recipe of botanicals in the spirit, sometimes up to forty-eight hours, before removing them again. By infusing, you can get more of the essential oils this is achieved by hanging a removable basket that can be placed into the still, loaded with botanicals, over the spirit.

With craft, experimentation going on and the support for craft, many are infusing the spirit with locally sourced or foraged, fruit, flowers, fir tree needles, seaweed, rose petals. The list is endless, but it means you are getting a unique gin every time, and a gin that is seasonal.

If you enjoy a G&T and love to experiment, you could try making your very own foraged gin. And no, you do not need a still. Grab a bottle of regular gin and infuse. You can pop into your garden and grab some fruit or flowers and steep them in the gin, to infuse your style of gin. If you don't have gin, vodka will also work with the addition of Juniper berries.









# Lifting spirits

**The Irish spirit industry is thriving like never before, but with such a large – and growing – number of distilleries sprouting across the country, consumer awareness globally is just beginning to catch up, thanks in part to programmes like Bord Bia’s Spirit of Ireland campaign. Drinks sector manager Michael Jacob tells us all about it.**

Michael Jacob is the drinks sector manager at Bord Bia – The Irish Food Board. Part of his job is to act as a first contact for Irish distilleries and drinks brands and liaise with the organisation’s network of overseas offices, such as those in New York, Germany, France, Italy, and Nigeria – key export markets for Irish drinks – to ensure Bord Bia is meeting its targets for promoting the industry each year.

One programme his team has developed over the last couple of years is the Spirit of Ireland, an education programme aimed at increasing awareness and understanding of Irish spirits among key frontline staff in the industry, such as bartenders and retail operators in charge of selling the product. It aims to create advocates of Irish spirits in key export markets. “The Spirit of Ireland was developed in response to feedback from the industry, our overseas network of offices and customers that people were not aware of the history and the premium nature of Irish spirits,” Michael explains. “They knew about a handful of leading brands but they didn’t know about other Irish whiskeys or the background around

Irish cream liqueur or the number of Irish gins we now have on offer across the world. So, we wanted to develop a programme, specifically looking at the US initially, educating frontline staff, those who work in liquor outlets and bars, about Irish spirits – the history, the renaissance we’re seeing at the moment, and the future of Irish spirits as well.”

He says, the feedback has been really positive. “A lot of people are saying it’s the most interactive training course they’ve had. We have scratch and sniff booklets, which include the aromas of barrels and the Irish landscape, which we use to immerse people in the processes involved in making Irish spirits. We also have virtual reality tours of 20 of Ireland’s distilleries, and video footage telling the story of Irish spirits featuring interviews with distillers and leading figures in the industry.”

Michael and his colleagues in Bord Bia are constantly striving to offer as much support to the industry as they can, especially with the various challenges all businesses are currently facing. “We’ve adapted to the

challenges that have come in and have really tried to work with the industry over the last couple of years, trying to figure out what was really of value to our client companies in this difficult time – in terms of the pandemic, but also the recovery out of it. We are connecting our clients with customers they may not have spoken to in person for a couple of years, with the aim to keep those connections alive and trying to get the industry back out on the road in terms of trade shows and different events across the world; to really put Irish spirits and drinks at the centre again and bring back that real-life interaction with our key customers.”

“This is a really vibrant sector to be working with,” he concludes, “especially given the renaissance we’ve seen in the industry in recent years. There are new distilleries and new brands being born every day. There are some fantastic people within the Irish spirits industry, and I’m proud to be in a position where I get to represent them in export markets across the world.”





# There's a story behind every glass of Irish whiskey

**As you might expect from a drink which was first distilled over 1,000 years ago, Irish whiskey has a long, dramatic history. But did you know that, as the fastest-growing spirit in the world, it also offers an exciting future and exceptionally rich sales potential?**

The story of the vibrant, thriving and increasingly sustainable Irish whiskey industry begins on the lush and rainy island of Ireland, home to a rich source of natural ingredients such as pure water and premium barley.

Using these ingredients as their starting point, the industry's passionate

craftspeople and innovators create spirits to the highest standards across Ireland's state-of-the-art distilleries.

As with Champagne in France or Parmesan cheese in Italy, Irish whiskey is protected by Geographical Indication (GI) status. To be able to be called Irish whiskey, all distillation, maturation and production of the spirit must take place within Ireland.

Over time, Irish whiskey has evolved and diversified into four main styles: Single Grain, Single Malt, Single Pot Still, and blends of any of the three. These can be explored

across a wide selection of brands and varieties, with characteristics to suit all tastes, and enough versatility to work perfectly in mixed drinks.

Despite this evolution, what won't ever change is the spirit's enjoyable smoothness, and the uniquely Irish characteristics that flow through every glass: curiosity, adventure, sociability, and storytelling.

With Irish whiskey now sold in 140 countries, there's no time like the present to tell its stories to your customers, and encourage them to discover their own.



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To find out more, visit  
[irishfoodanddrink.com/gi](https://irishfoodanddrink.com/gi)





# LESSONS *from the master*

Master distiller and blender Noel Sweeney is drawing on his three decades of experience to help other fledgling distilleries on the path to success.

**F**ew people have the knowledge of Irish whiskey and wealth of experience in the industry that Noel Sweeney has. Having started his career with Cooley Distillery in 1989, where he remained for 27 years, he went on to become the founding master distiller and blender at Powerscourt Distillery, a stint that lasted five-years and ended in January 2022, when Noel decided it was time for a change. With the current boom in Irish whiskey and the desire among entrepreneurs to enter into

the industry, consulting up-and-coming new whiskey businesses seemed like a natural next step.

“I’ve been working in the industry for more than 30-years now. And there’s been an influx of new distilleries. A lot of them are small and coming in with little or no experience,” says Noel. “I might guide clients on things like dealing with revenue, the licensing required for distilling and what needs to be done, and give them a bit of reassurance that they’re going down the right track. Sometimes

it’s about offering a little encouragement and direction. I really enjoy helping people progress their ambitions and dreams.”

One of the projects he helped launch was Red Locks, a whiskey-blend out of Minnesota in the USA that he created with Irish entrepreneur and friend Kieran Folliard. “A business is a business, but the whiskey business is a whole different ballgame when you get into things like planning your productions – you’re planning the next batch for five or



ten-years' time," he continues. "You're looking at sales forecasts and trying to get the cash flow right. Financing your whiskey is completely different to other businesses. It's a multidisciplinary business because you have a whole lot of different processes going on to get to a spirit, from milling, mashing, fermentation and brewing to distilling; then once you have a distillery, you have to mature it and blend it – or whatever you want to do to get to the final product. Bottling is another area people aren't familiar with. So, there are a lot of things to consider."

Noel emphasises the importance of getting things right from the start, beginning with the quality of the product and how it's produced. "The last thing you want is to get a reputation of not having a good spirit. That said, [William Faulkner once wrote:] 'There's no such thing as bad whiskey, just some whiskeys happen to be better than others.' But when it comes to a small-scale company, you have less and less opportunity to deal with mistakes. If you're producing 20,000 cases of malt whiskey a year and a batch goes wrong, you're in trouble. It's crucial to get things right."

Does he feel there's enough demand to continue to support the constantly growing number of Irish whiskeys on the market? "There's an old saying that a rising tide lifts all boats. The Irish whiskey category has been growing since the 1990s and that's opened up a lot of opportunities. There will be casualties, but the market is huge. There's the USA, which is our biggest market but it's competitive; European markets are also growing, France and Italy in particular; Africa is starting to boom – we've seen huge growth in countries like Nigeria and you can expect that to continue; China is a huge market that hasn't been tapped at all really for Irish whiskey; India is the biggest producer of whiskey in the world and the biggest consumer. So, there are huge opportunities."

What's his advice to anyone considering entering into this industry with a passion but little experience? "The first seven-years are crucial to any business in this industry if you're going into building a distillery. There are other ways of getting into the industry, which a lot of people are doing, like buying a finished whiskey and launching a brand. When it comes to building a distillery, you need a lot

of money behind you in investment, a good authentic story behind your brand and your location, and to make sure you comply with all the usual regulations and planning... You need to be brave and get the right advice from the right people."

And what about investing in Irish whiskey – is it like art, where you should only invest if you love it? "There are a lot of cask programmes, which are a great source of capital for people who are selling the casks, but you want to make sure you're going to get value out of it, and what that value is. Some people purchase a cask because they want to have something special for a celebration down the road or they

want to be involved with a distillery. As a straightforward cash investment, however, I wouldn't recommend it. For that, you should be looking at buying 500 or 600 barrels at a time and making your turnaround on the sale. That requires a fair bit of money."

"Irish whiskey is an interesting business to be in. There's always something new around every corner and new innovations all the time. Someone will always come along with fresh ideas, and I think that's what drives a good industry, that people try new things and challenge existing situations. The consumer is going to be the final arbitrator as to what works and what doesn't."





# WHEN IT'S COCKTAIL O'CLOCK...

Christmas, cocktails and canapés are a lovely way to celebrate the festive season and get any party off to a good start. What better way to enjoy some of Ireland's greatest produce than by playing bartender and mixing your very own Whiskey Sour at home? Try this recipe the next time you fancy a drop of the water of life.

## How to make a Whiskey Sour

### Ingredients

50ml whiskey (or one egg cup if you don't have a measure)

20ml fresh lemon juice (or two tablespoons)

10-15ml sugar syrup (one to one and a half tablespoons depending on your taste)

10ml egg white (one tablespoon, if you want to add another level of texture)

### Method

Put all the ingredients into a cocktail shaker (or jam jar), add ice and shake for 20 - 30 seconds.

To serve, pour through a sieve or tea strainer into a cocktail glass, or if you prefer, into a tumbler filled with ice.

Garnish with a lemon wedge or if you really want to push the boat out, add a couple of drops of bitters and a brandied cherry. Enjoy!





# DISTILLERY

A new exclusive club has launched in the gourmet capital of Ireland with the opportunity to invest in your own cask as part of The Kinsale Cask Club. The Kinsale Distillery is offering members the chance to share in a drop of Irish history where they can become a part of a rich Irish cultural tradition. Cork's Kinsale Spirit Company has commenced work on The Kinsale Distillery, the newest distillery in the South of Ireland, which will be home to their already successful portfolio of whiskeys and gins.

Founder and resident of Kinsale, Tom O Riordan, established the Kinsale Spirit Company with the assistance of his sister Clodagh, a qualified distiller, and they went about foraging botanicals and sourcing exotic ingredients. After many iterations, they came up with the multi-award-winning recipe that has now become a household name, Kinsale Gin. The first sales were in mid-2017, with the 100,000th bottle sold early in 2021.

Now in partnership with two local food and beverage entrepreneurs, Ernest Cantillon and Colin Ross,

Kinsale Spirit Company is exporting its award-winning Kinsale Gin, along with their Battle of Kinsale Series of whiskeys which consists of Red Earl, Great Earl, Spanish Earl, and the Wild Atlantic Irish Whiskeys, a mellow and complex range of smooth whiskeys. The Battle of Kinsale Series is now exported to the United States, Asia, the Gulf, Africa and European markets.

Now you can be part of the Kinsale Distillery story too by purchasing an exclusive cask of either premium single pot still or single malt Irish whiskey. Once you choose your liquid and your cask type, your name will be stencilled on it. You can even be present at the distillation or filling of your cask as well as visit, by appointment, during your cask's five-year maturation stage. Members will enjoy annual invitations to an Annual Gathering Distillery Tasting and dinner in scenic Kinsale as well as to the distillery's Annual Gathering in Newport, Rhode Island in the U.S., the picturesque coastal town twinned with Kinsale.



**On the edge of the Wild Atlantic Ocean the Kinsale Distillery is launching The Kinsale Cask Club.**

## KINSALE SPIRIT CO CASK CLUB

You have the opportunity to become part of this exciting journey. We are not just making spirits, we are making history and we want you to join us.

We are harnessing the energy and passion of the Wild Atlantic Way and pouring it into our Irish Whiskeys and Gins. Enjoyed the world over, from Europe to America, Asia to the Middle East, sales of our multi-award winning brands are growing rapidly.

Kinsale Distillery is building for future generations, and we want

to offer you the chance to build for your future generations too. Become an owner of one of the first 500 casks that will be produced in Ireland, in our new distillery at the very start of the Wild Atlantic Way. Each cask will be filled with premium single pot still or single malt Irish whiskey that has been triple distilled exclusively for you. This is an opportunity to invest for the future, to become part of a rich Irish cultural tradition, for you to begin your own family tradition by becoming part of our family, The Kinsale Cask Club.

### The Spirit of Kinsale

For more details email the Kinsale Spirit Co. Distillery  
[caskclub@kinsalespirit.com](mailto:caskclub@kinsalespirit.com)



# GLASSWARE: The difference between Sand & Velvet

*Glassware, unimportant or the vital ingredient.*

Does it even really matter about which glass you use for your drink of choice? It may seem like a trivial, unimportant choice to make but the answer is Yes! Yes it does make a difference. You may wonder; but take a moment, the first thing many of us do each morning is select our favourite mug/cup for our first cup of coffee/tea. Why? Sentimentality or I just like that cup for my tea.

Selecting the right glassware can make such a massive difference to your enjoyment of a glass of gin, whiskey or wine. There are so many different glasses available today, with stem, without stem,

cut crystal, lightweight, even enamel cups, most of us choose what is attractive to us and is practical but ultimately, more importantly, price will usually decide.

There have been an amazing number of studies carried out around the world in regards to why and how; What it primarily boils down to is that the right glass will improve the delivery of the aroma of your gin, whiskey or rum; The right glass will also distribute the beautiful liquid at the correct angle on your tongue/palate first. These two key points, smell and taste, give you the ability to decide how much you will actually enjoy it.

A few years ago, I attended a masterclass by Riedel Glassware, who make some of the most beautiful glasses on the market. They were visiting Ireland to demonstrate how choosing the right glass can make an incredible impact on your beverage and even on your food. Every glass is designed to enhance and deliver the best taste to you.

It was eye opener to see how one glass over another made such an impact on your



enjoyment. They took five different wine glasses and poured the same wine into each. The difference was incredible, one glass delivered a rather bitter and simple taste, another had you wanting to buy a bottle or two, as the wine was now delicious.

After this masterclass I knew that some of my family and friends would just smile if I started to wax lyrical about it, so I decided to experiment on them. At an editorial meeting one day, I did the exact same experiment and poured one whiskey into six different glasses (a mix of whiskey glasses and regular household glasses). Upon trying each one, the group were perplexed; yet could now understand that you need the right glass for the right drink. The impact and change to the flavour and nose profile had them thinking. Next time you pour yourself a glass of something nice, pour a little into a different style of glass and see if you can see the light...





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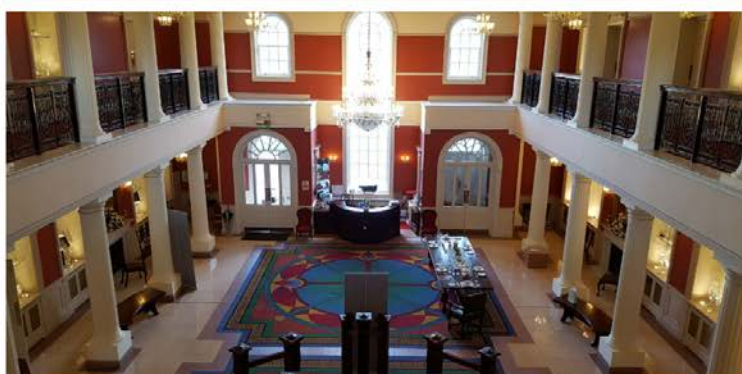


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# FROM GALWAY WITH LOVE

*Everyone loves chocolates at Christmas. We chat to chef Gráinne Mullins about how she creates her fabulous confectionary*

**W**illy Wonka's got nothing on Galway chef-entrepreneur Gráinne Mullins.

One of Ireland's lockdown successes, her fledgling but fast-growing company Grá Chocolates has left a sweet taste in mouths across the country.

"The satisfying bit is people enjoying them when you get a nice message," she says. "I got a beautiful card during the week from a lady in Scotland in Scots Gaelic, because she saw that we were using Irish."

"Something like that will put a smile on your face because you'd never expect someone to write you a card. It's those small little personal touches."

Grá's selection of chocolates is a culmination of the award-winning chef's love of local ingredients and her culinary experience.

"Having been a pastry chef and worked for so many years I wanted to express my techniques throughout," she says. "I knew I had a lot of techniques that would generally not be seen in chocolate - adding different techniques, layers and flavours and using Irish ingredients as much as possible as well. What I wanted to be able to do is fit maximum flavour and texture into one small bite."

The business started at the beginning of the first lockdown.

"I was stuck for things to do," she says. "I was baking and decided to make hand-painted easter eggs for my friend's family. It's something I'd thought about for a few years but never had the time."

I bought the moulds, did all the flavours and started posting them on social media. Then people were reaching out trying to buy them but I didn't have anywhere near the capacity to do that. Afterwards I thought about it and my mum said 'this could potentially be your business Gráinne'."

Having her own business was always a dream for the 2019 Eurotoques Young Chef of the Year who started working in kitchens aged 16 in places such as Ardmore's Cliff House Hotel, Ashford Castle, Ox in Belfast Lignum near Loughrea, Co. Galway.

"I studied science and worked my way up the

ranks as a pastry chef," Grainne says. "I love pastry so much because it's so calculated, you follow the recipe and get the results. From there I stuck with it and have always enjoyed that side of the kitchen."

"I'd always wanted to have my own business but didn't know what it would be," she adds.

"Science has always linked in with what I've done but my passion was always food."

It took just three months after those prototype eggs and some market research with the local enterprise office to get her company up and running.

"My family have been very patient and allowed me to take over the house," she says. "I have a small kiln, which my dad used to use to dry out wood, and that's been converted into this chocolate factory, so it's been the perfect location to start from."

Grá now employs two full-time and three part-time staff to cope with the demand for its confectionary, particularly around peak occasion times such as Valentine's Day, Christmas and Easter.

Plans include growing the company's workspace so that it can move away from a pre-order system.

"I'm having great fun researching Irish ingredients and I know quite a lot of suppliers luckily already from my years working through restaurants so I do try and use ones I know are really good quality," she says.

"Using as local as possible where possible and embracing it. I'm looking at Ryan's Rhubarb for the Rhubarb season because it's a beautiful product, it's bright pink and it's grown under candlelight - where else can you find a story like that. Not only a story but it tastes amazing."

"The support has been crazy, it's stemmed from people trusting me from restaurants that I've worked in before. It's been fantastic," she adds.

"Even our surroundings, what we can be inspired by looking out the window or going for a walk around the seaside or up the mountain, I think we're very lucky that it's still quite a bit of a wilderness and there can be inspiration drawn from that at any point."





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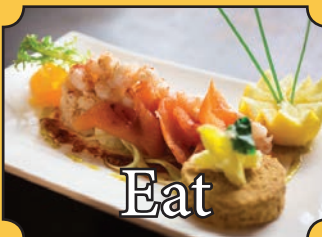
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# LIQUID GOLD

*William Lavelle, director of the Irish Whiskey Association, shares his insights on the global growth of Irish whiskey and why it's crucial to continue to protect the quality and reputation of the product.*

***Irish whiskey has seen enormous growth in recent years. What do you think is behind that growth?***

Over the past decade, we've seen about 180% growth in terms of global sales, so just under 5-million cases in 2010 to over 14-million cases in 2021. That growth didn't materialise overnight. It's the outcome of many years of hard work and investment in the Irish whiskey category, both from multinational companies who've entered the Irish whiskey scene as well as a pioneering new wave of Irish entrepreneurs who want to bring distilling back to their communities. All those people and the investment and ambition they've brought with them, that's all come together to drive the industry. Of course, the other big players are the consumers. We've seen that globally, consumers have moved to spirits, and whiskey in particular, and Irish whiskey has benefited from that.

***The market has never been so diverse. Is worldwide demand enough to sustain the 40-plus distilleries for the foreseeable future?***

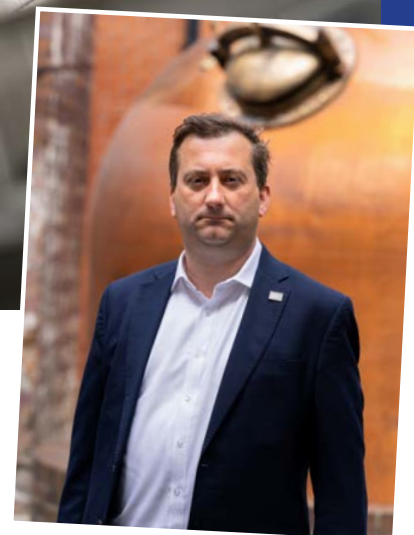
Absolutely. We've gone from four distilleries to over 40 in the last ten years. Just as there's a diversity of whiskeys, there's also a diversity of distilleries, large and small. And I'm confident that those distilleries will find enough markets around the

world because they're all making very different types of whiskey in very different types of ways. And that's all contributing to the depth and diversity of the category, which consumers are excited about exploring. They're looking for new expressions all the time. It's not an easy industry, but with the right product and business plan, there's definitely a market for it.

***With rising costs, what sort of challenges do distilleries face this year and what supports are there to balance that out?***

Like any other sector, distilleries are facing the challenges of higher energy costs. The Irish Whiskey Association is part of Ibec, and we've been calling on the government to support businesses, particularly SMEs, through this challenge we're facing. And it's not just energy. Since the pandemic, we've seen significant pressure on global supply chains. We're seeing increased lead times, for example, for deliveries of glass bottles and that impacts production. It is a challenging time, but we'll be talking to government about the issues facing our members and how we can help support them.

***What's being done by Ibec to ensure the integrity of Irish whiskey as a product?***



Irish whiskey is recognised around the world. To qualify as an Irish whiskey, it must be produced and distilled within the island of Ireland and matured here for at least three years. There are various other regulations but those are key factors. Anyone who claims to be making Irish whiskey has to go through a very rigorous verification process with government authorities to make sure they are making Irish whiskey in the correct and appropriate way. If the consumer wants Irish whiskey, we want to make sure they're only getting the real authentic Irish whiskey. It's really important that we protect distilleries, consumers, people's investment, and the reputation of Irish whiskey globally.

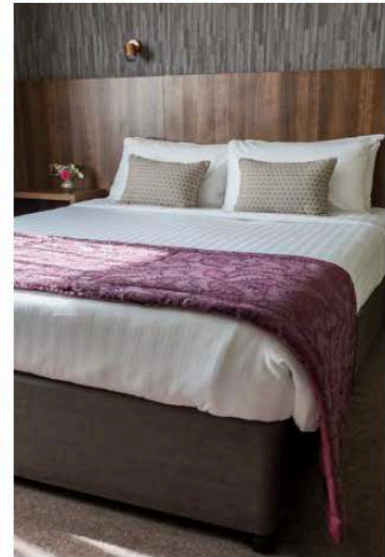
***What do you think would surprise people most about your job?***

There's an amazing level of solidarity and collegiality that exists within our industry. There are so many great people who've helped to turn Irish whiskey into the world's fastest growing spirit. And it's really brilliant working with all of those people. I'm five years in the job now and it's great to see what everybody is doing, and it makes me very ambitious for the future.



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The Texas Steakout Restaurant is located in the basement of 116 O'Connell Street, a gorgeous setting for a restaurant with original stone brickwork giving that warm homely feel, accompanied by an age-old fireplace and friendly staff that make you feel most welcome. You can sense the character of the setting the second you walk through the doors. Although the inviting atmosphere and the mouth-watering menu selections are indeed something you come to expect from the Texas Steakout, a lot of work has gone into making the Texas Steakout what it is today.

The Texas Steakout first opened in 1989 as a much smaller restaurant that seated sixty customers. Our team at the Steakout wanted to be sure that they were bringing something new and different to the restaurant scene in Limerick and with that idea in mind we decided to open a Texan themed steak house.

"What was really different about the Steakout was that obviously we had a big theme. We were serving really hearty American style dinners, so at the time there was nothing like it. Along with the Texan themed menu options we made sure we paid great attention to theme incorporating it into the décor. Once the theme was decided the hunt for memorabilia commenced and all the charming Texan figures and ornaments that are in the restaurant today have adorned the walls since we opened in 1989."

WWW.TEXASSTEAKOUT.IE



## ■ WHISKEY HISTORY

### Baby Powers

A whiskey woven into the fabric of Ireland since 1791. Powers Distillery was set up in 1791 by James Power, an innkeeper at John's Lane near the Western Gate, which once was on the outskirts of Dublin City. His son, John Power, took over running the distillery from him in 1809 and brought his own son into the company at the age of twenty-one in 1821. This event led to the renaming of Powers Whiskey to John Power & Son

### Gold Label Powers

In 1886 they were the first distillery in Dublin to bottle their own whiskey. This is when the gold label Powers whiskey was born to signify that it was bottled in the distillery. By 1889 they had launched their 71ml bottle, a world first, which was quickly christened 'Baby Powers'. It made its debut in the Power's Bottling Hall at Drury Street, in the heart of Dublin's vibrant city centre.

### The 'Baby Power' Original

The 'Baby Power' originally featured a cork closure, like a wine bottle. Some customers found it difficult to open with a full-size corkscrew, so Powers, always innovative, produced a 'Baby Power', which came with its own miniature corkscrew. It is not written where their inspiration came from but it is believed that the grooms and coachmen at the Distillery may have inspired it. Some would carry a small flask of whiskey on their person to keep them warm in all weather.

Baby Powers quickly became popular especially by well-heeled ladies, who could pop the baby in their purse, whilst bringing out the paternal instincts of the male population. The 'Baby Power' became synonymous with ordering a small drink.

Powers is famed for its triple distilled Pot Still style whiskeys, distinguished by their powerful character, which is true to the original style of John's Lane.





# A PASSION *for discovery*

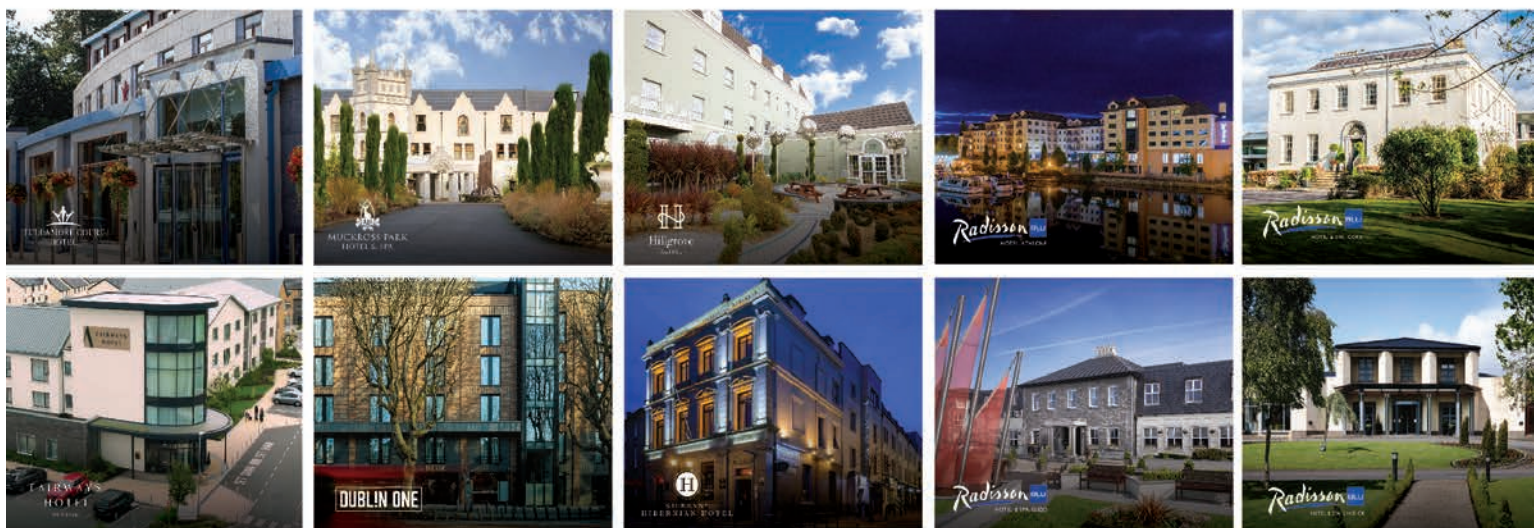


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# TRAVEL & EXPLORE



Pearse Lyons Distillery



Teeling Distillery







The summer might be long gone and the winter upon us, so instead of staying home with a nice glass by the fire, get out and check out one of Ireland's many new distilleries. Never forget we have a well-deserved reputation for making some of the best whiskey in the world.

You may remind me that we have strict drink driving laws; but there are many trips you can make, using public transport. Plus, not all trips require a hotel, just time. With a DIY trip, you know how much time you can give.

Where to start. First off, check out the nearest distillery to you, support your neighbours; trust me, in the whiskey world, it takes years before you really make much money. A well-known businessman once told me that if I wish to make money from having my own distillery, I must first have a lot of money to make a little. Never forget, it's not whiskey until it steps out of the barrel at the age of three (years), most would ideally keep it in wood a little longer for it to mellow and grow. Hence many, but not all of these distilleries, also make gin. Number one reason, to keep the accountant happy, make gin today and you can sell it tomorrow. Gin is supporting whiskey.

Over the last ten years Dublin has become a bit of a whiskey haven and we now have a Whiskey Quarter. Dublin City now boasts five distilleries in the city centre plus several excellent whiskey pubs are dotted across the city, some with good fare too.

To see it all would certainly take time but visiting one or two might work well for an afternoon outing. Teelings Distillery is a mere 170-meters (door to door) from The Dublin Liberties Distillery and it's just another 350-meters to enjoy John Fallon's "The Capstan Bar"; a good spot for a whiskey.

Both distilleries have great but very different tours. Having taken both tours, I can say that you will see two very different distilleries but both have the same wish; to make great whiskey although their personalities are very different.

If you decide to make more of a weekend of it, you can stroll further up to Roe & Co on James Street, which is 280-meters away from Pearse Lyons Distillery. Again, two more distilleries, both different to each

other and their neighbours. Pearse Lyons distillery is housed in a church and has a long family history; great care has been taken by Pearse Lyons to show respect to the past and future. Pearse, who has since passed, had family in unmarked graves on the site.

Roe & Co is a revival and uses the old Powers Distillery Powerhouse, to house their sparkling, modern and attractive distillery. Before you leave the city, pop across the river to Smithfield to the old Jameson distillery. The distillery received an intense makeover a few years ago and is now very experienced led, sensory and quite a bit of fun, with onsite tours, cocktail classes, or perhaps you'd like to blend your very own whiskey; I did and it was so much fun. The bonus of Jameson is that they are only a short walk to one of the whiskey community's favourite kitchens and pub; L. Mulligan Grocer of Stoneybatter. You will be spoilt for choice.

Or head west to Galway City, a city where the craic is always good no matter what your plans are. This time gin is king although whiskey is quietly laying down and awaiting its moment plus Galway has not one but two gin schools too. Tribe gin school is what happened when four friends decided to take their ideas into the real world; covid gave them the time to set it all in motion. Galway City Gin also has a school, which was aided by Listoke Gin School in County Louth.

Micil distillery hosts tours and cocktail classes and all three are on a pretty straight line across the city, perhaps a wee bit more walking involved here or a quick taxi.

Galway also prizes its curated whiskey trail around the city, made up of qualified whiskey pubs and all are worth a visit. Sonny Molloy's has an impressive collection of both whiskey and gin. Whiskey starts at €5.70 right up to €1,005 a glass (Midelton Pearl) They also have a couple of gin and whiskey flights (tasting platters).

We have around forty distilleries across this fair emerald isle, with a couple more in planning. Which considering we had only four distilleries ten years ago, shows our spirits are prized, so check them out. There really has to be one close or coming close to you.

*Sláinte*



Jameson Distillery



Dublin Liberties Distillery



# Theatre of Gin: MAKING A GIN & TONIC



Gin and Tonic, it's in the name, simple, or so you may have thought. Recently, at a local gastro pub, my significant other ordered a G&T. Nothing complicated there, usually but if I had known the complexity of a drinks order, I may have called ahead. Noted for next time. But alas we must answer the many choices you get for every item in your G&T including, which glass you would like, balloon or highball?

First off, what gin would he like. Which tonic brand he preferred. Then, would sir like cubed or crushed ice, fruit, cucumber or some peppercorns perhaps? You may just ask why is it so complicated, and the answer is simple. More suppliers, which we have all embraced, with their revival of a spirit each coming forward with their own twist; For instance, Graham Norton has a marmalade gin on the market, Blackwater have a Barry's Tea Gin and Glendalough have a blush pink gin made using roses from the distiller's mother's garden.



We have been informed that this winter will not be the most fun; so, we would suggest a cosy night in with a few good friends. Perhaps if you are partial to a G&T, you may find these few tricks and suggestions quite helpful.

- Glassware, if possible, have a mix of balloon glasses and or highball.
- Assorted sizes of ice cube trays.
- Next time you are chopping up fruit, put a few small pieces into an ice cube tray and fill the remaining space with water and freeze. I have also got a few cubes with peppercorns in them too.
- Pick up a mix of flavoured and unflavoured tonic water
- Select a punnet or two of fresh berries.
- Pick up a bag of mixed fruit. (Apple, passion fruit, orange, grapefruit and maybe a pineapple)
- Fairy lights
- Napkins and straws.
- Don't forget the gin.



Set-Up – Depending on how much space you have will decide how much you can display. Where possible, clear off the kitchen table and put all your bottles, fruit and glasses on it. Make it pretty, bowls and tumblers can be used to make your fruit and berries cute. Lay it all out and trail the fairy lights around. Leaving space with a mat so your guests can place their glass of choice down, whilst they customise their G&T.

You may think that I have given you quite the list, but we are all aware times are tricky. Set up a group chat with your invite to host and ask for people to either bring something specific or a mix. Share the shopping. It is also a good way to guarantee you will have something they will all like.

Never forget to have a jug of water readily available too.





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## Your Essential Guide to

# THE IDEAL HOME BAR



Winter is upon us and it is time to give your home bar a dusting or in fact, set one up. We all try but mostly fail in having our very own functional home bar, be it a cupboard, a sideboard or a dedicated room or basement, you must first decide where it will be and how much space are you dedicating to it. This will decide how much you can display and store. I have been giving this guide some thought and thinking and deciding the must haves for a fun and functional home bar. Below are suggestions for you to consider when you are setting up.

### Essential Tools

There are countless amounts of tools, measures and bar-sets available, all in a variety of colours, sizes and materials; you would not be alone in feeling confused. Take a moment and decide what you need. Will you be making complicated cocktails that require many instruments or will you be looking for something nice and simple, with a lot less cleaning up and easy to take care of afterwards

There are many arguments for a number of tools you'll require but, in my experience and that of others I spoke to, there are five that we agree are essential. And they are;

- A jigger / measure
- A reliable cocktail shaker
- A waiter's friend

- A silicone ice tray
- A strainer

### Essential Spirits

It will be near impossible to cater to all spirit requests but once you have these five, considered to be the most flexible spirits available in Ireland, you can knock up many cocktails or simple shorts, with or without a mix.

- Vodka
- Gin
- White Rum
- Whiskey
- Brandy

### Glassware

Having even a small variety of glassware will give your home bar a bit of class, as well as being able to place a drink in a suitable drinking glass. Below are five styles that can cover almost all drink requests that someone may have from your bar.

- A highball
- A Martini Glass
- A tumbler
- A brandy Glass
- Balloon Glass

### Non-Perishable (until you open)

- Cupboard essentials
- Tonic Water



- Sparkling Water
- Lemon Juice
- Lime Juice
- Cola

### Essential

- Ice and water

### Non-Essential

And for a little extra flourish, especially if you already have herbs growing at home, add mint and basil to your collection. Mint grows well in the right spot, even very well outside. Basil loves the sun and when it's happy, it will require a good drop of water.



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# Pairings For Your Next G&T

Just a gentle warning, even if you are not hungry, these snappy suggestions for pairing your gin are going to make your tummy rumble. We never think to pair our spirits with food, mostly because wine has dominated. But don't get us wrong, we love a good glass of wine but sometimes something different can open up a new experience. Pairing spirits with food can be as tricky as pairing food with wine. It is all about balance, and more importantly, your preferences. Below you will find some delicious suggestions for you to try, or they might just inspire you to what can work.

## 1. Smoked salmon blinis

Seafood's flavour profile complements the floral and herbal notes in gin beautifully. If you're looking for an elegant appetiser to serve with gin, smoked salmon blinis go down a treat. Add a touch of cream cheese, a thin slice of a cucumber and garnish with a squeeze of lemon before serving as an aperitif at gin o'clock.

## 2. Nuts

Most types of nuts can be served with gin and tonic or indeed, any alcoholic drinks! The fatty saltiness of nuts balances the citrus, floral flavours in a gin and tonic. Experiment with different combinations – you can serve

hazelnuts, almonds, salted peanuts and Brazil nuts in small bowls at your next gathering.

## 3. Ginger prawns

Marinated in ginger and garlic with a hint of coriander, grilled or deep-fried prawns are an excellent small dish to serve with gin. The heat of the ginger and citrus and the spicy and slightly floral quality of the coriander brings out the body and intensity of gin for a powerful mouth experience.

## 4. Berries

Berries are used as garnishes for your gin and tonic for a reason. The sweetness of the berries – whether it's blueberries, blackberries, or cranberries balance out the sharpness of juniper and tone down the pine-like flavour in some gins. A medley of berries makes a great healthy snack to go with your gin cocktail. Got a sweet tooth? Satisfy it with a berry cheesecake for dessert alongside a gin cocktail.

## 5. Meat and cheese platters

Herb infused cold meats are always a failsafe accompaniment for gin. The rich, salty and earthy flavours







in cold meats mingle with gin's citrus undertones. Gin stands up to strong extra mature cheeses like Manchego or Stilton, and the spirit can also cut through creamier goat cheeses and smoked cheeses. A well-mixed gin and tonic makes a refreshing drink to sip alongside a grazing board. That's Friday night's supper sorted, eh?

#### 6. Indian curries

Ah, an Indian take-away and a G&T: one of the greatest combinations in life, surely? You're not just imagining it though – gin really does go well with Indian cuisine! Spicy foods work brilliantly against the crispness of gin and tonic. Many gins use spices from all over the world to provide a greater depth of flavour and aroma, so this one's a no-brainer.

#### 7. Lamb kofta

If you're having guests over and struggling for a main dish to serve with gin and tonics, you can't go wrong with a lamb main. Every gin contains juniper, and this is a botanical that chefs often use in lamb dishes to enhance the red meat's flavour. Serve this Middle Eastern delicacy with flatbreads, salad, plenty of dips and a nice glass of gin.

#### 8. Rhubarb & ginger syllabub

Angelica root is one of the more unique botanicals used in gin. We use it to add a woody undertone that gives the gin its dryness. When candied, angelica root pairs well with rhubarb making a rhubarb and ginger syllabub with candied angelica root a beautiful dessert to eat with gin! Go on, try it.

#### 9. Pâté

Pâtés are often seasoned with juniper berries, so of course the pâté makes the ideal snack to eat with gin cocktails. Seafood or red meat pâtés work especially well. Serve with warm crusty bread to add more sophistication your charcuterie!

#### 10. Chocolate

Chocoholics, rejoice. Chocolate is the perfect thing to eat with gin! What better excuse to curl up in the sofa with a large G&T and a box of chocolates? If you fancy taking a walk on the wild side, try dark mint chocolate with gin, it will bring out the refreshing leafiness in a gin's botanical blend.

Now if you managed to read through these suggestions without salivating, I would be surprised, but maybe you a stronger person than I. In the meantime, I must pop off and pick up a few treats to go with my G&T.





# MAY YOUR MOCKTAILS BE MERRY AND BRIGHT

Christmas is often the season of excess, when food and drink becomes the focus of our festivities. So, whether you've simply had your fill of the hard stuff or just prefer to take a teetotal approach to the holiday season, this mocktail recipe is sure to leave your taste buds tingling. Give it a try this December and see what you think.

## Virgin bramble rosemary spritz

Sweet blackberries, tangy orange zest and woody rosemary mingle together to create a thoroughly refreshing and unforgettably delicious drink.

Makes 6

Prep 15 mins, plus cooling

Cook 15 mins

### Ingredients

300g fresh (or frozen) blackberries, about 100-150g extra to serve

60g runny honey

1 medium orange, pared zest and 1/2 (half) juice

6 small rosemary sprigs, plus extra to serve

About 1.5 litre soda water, to serve

### Method

Put the blackberries, honey, orange zest and juice, rosemary sprigs in a small saucepan set over a medium-high heat.

Bring to a simmer and then bubble for 10-15 minutes, stirring and crushing lightly every now and then, until the blackberries have broken completely.

Press firmly through a fine sieve into a bowl, scraping the underside to get as much juice as possible (discard the pulp and aromatics).

Transfer to a jug and let cool (chill up to 2-days ahead).

### To serve

Divide the blackberry syrup between glasses (about 2-3 tbsp in each).

Fill with ice, top up with soda and stir.

Slice remaining orange into half-moons and add to each glass alongside a rosemary sprig and a few fresh blackberries, if you like.







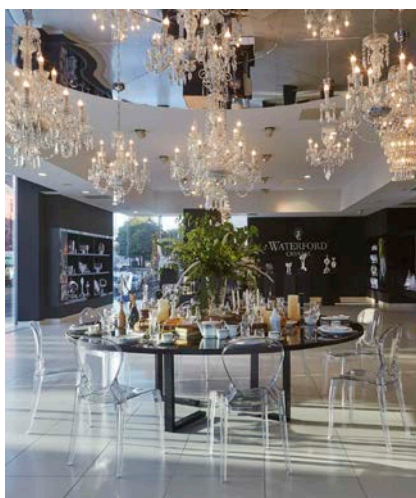
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exploring? Relax in The Crystal Café, serving delicious breakfast and lunch options, and of course coffee, tea and sweet treats all made with the best of local, Irish ingredients! Our onsite café offers both indoor and outdoor seating options, with a cosy heated outdoor terrace overlooking The Mall.

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## GEN Z, Changing habits

**There is now strong evidence Ireland's drinking habits are changing for the better, and people of all ages are drinking more moderately and less. You might be surprised to hear that alcohol consumption is now at its lowest level in 20-years, having plummeted by about 33-percent since the peak of 2001, according to data from Revenue.**

"The clear trend we're seeing is of people choosing moderation and quality over quantity, which is positive for the industry and for consumers," says Cormac Healy, director of Drinks Ireland. Emerging signals show that younger people may in fact be leading this trend.

New research from cultural insights agency Bricolage, commissioned by Drinks Ireland, found that for many younger people in Ireland, social occasions are centred around conviviality and no longer around alcohol. The research aimed to do a qualitative deep dive into how Gen Z

over the legal drinking age in Ireland, as well as young millennials, socialise and view their relationship with drinking.

Speaking to a range of young people and experts, it found a growing trend among Gen Zs around being more mindful about how they socialise with alcohol, something the researchers call a desire for "better socialising", which leads to a "better drinking culture". Speaking to a range of young people and experts, it found a growing trend among Gen Zs being more mindful about how they socialise with alcohol. "Young people feel that sitting around makes for a dull Instagram or TikTok post, inspiring them to focus on new and engaging experiences," says Viv Chambers, founder of Bricolage.

More and more, activities are daytime focused and about enjoying diverse experiences. "Better socialising is going out more to new places and experiencing new and exciting things, meeting new people," remarked one

Gen Z participant in the study.

The research shows that Gen Zs and millennials like to get outdoors and be active, trying things like sea-swimming or beautiful hikes that they can share on social media. "I want to do something that's memorable, like kayaking, an activity that can be checked off the bucket list...it pushes friendships to a different level and more of a bond," said another participant. This focus on outdoors is often married with fun activities such as karaoke, games nights and "Drink & Draw" events: alcohol isn't the focus, but having a drink or two can be part of the wider experience. For Gen Zs, in essence, it's all about "extending the weekend" mindset. "My ideal weekend would be going for a brunch in Bray with friends, dinner and drinks with my boyfriend, watching my brothers' match with my parents and having a Sunday roast and playing cards with my family," said another Gen Z in the study.







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## *While GenZ want to capture that perfect Instagram in whatever they're doing, they also want to make real life connections and memorable experiences*

For better or worse, social media is a big driver of change. The growth of platforms such as TikTok means younger people hold themselves to social media standards and don't want to look drunk online. But the research also shows that pressure from social media also means Gen Zs are keen to get offline when they can. While GenZ want to capture that perfect Instagram in whatever they're doing, they also want to make real life connections and memorable experiences. "Better socialising means spending more quality time with my friends. It involves giving the people you meet up with your undivided attention and getting off your phone," says a Gen Z interviewee.

Sick of zoom quizzes? Research shows that the desire to try new things and make meaningful connections with friends and new people, intensified over Covid, after months of isolation. "While many of these trends have been emerging in recent years, we all saw how Covid impacted young people," says Chambers. "They have been eager to get out there and have memorable experiences rather than

everything centred around alcohol. Again, where the quality social connection aspect is top of mind."

While the desire for new experiences is strong, the research identifies some obstacles when it comes to where young people can socialise. Gen Zs and millennials interviewed complain about the lack of arts and cultural spaces in Ireland. "I don't think Ireland is very arts/creative friendly - therefore trying to do different things can be difficult as there isn't a lot of variety," said one interviewee. Younger people are more health-oriented and want to be more active when deciding how to socialise.

Younger people are also more health-oriented and want to be more active when deciding how to socialise. This

means that alcohol is not always the focus.

The trends in the research show that when Gen Zs and young millennials do choose to have a drink, they prioritise taste, enjoyment and moderation over quantity.

One Gen Z described it as "enjoying drinking for the social aspect rather than just the drink itself".

Healy of Drinks Ireland says that while not every young person is the same, we all should be seeking to understand and encourage these positive trends. "We are now at a pivotal moment and, by working together, we can further encourage and drive 'better socialising', ensuring Ireland is a leader in promoting a positive drinking culture."





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# A GRÁ FOR POITÍN

## - *A Love for Poitín*

Poitín dates back to at least the 6th century. The history around the origins of poitín are different depending on what you read or research. But, it is safe to say, it has been around longer than we probably know. What we do know is that this 'little Pot' has and still is, very popular. I remember my grandfather saying that the good poitín healed from within and the bad/rough poitín healed from the outside, as in rubbing alcohol, which was used a lot on the farm to aid lame or unwell animals.

When it's good, it's good and when it's bad, it's bad! But there are more positive stories told across our fair isle, singing its praises and uses. There was, at one point on this little island of ours, over two-thousand distilleries, I use the term loosely. Some were located within the home and all were producing this fine spirit. But once the English decided it would be a great area to tax and make some money, almost all closed or, as we

hear, moved to a more remote location, as many really were making so little on the stills that paying any tax would wipe them out. I believe around forty distilleries became legal. It was in 1661 when this spirit was outlawed. Outlawed but not gone.

The key ingredients used at the time were potatoes, yeast, and sugar, distilled in a small copper pot, over a turf fire. This of course meant you had to be super



careful when you distilled, as the smoke was the giveaway, hence the more rural the better. Today we are legally allowed to make it but only in a legal distillery and most certainly, not bottled anywhere close to ninety percent abv (alcohol by volume). There are still a few illicit stills around today or, so I believe!

However, today there are many different poitín brands on the market and they are all so very different from each other, all showing their unique style. Such is the rise of popularity in this spirit that there is a cocktail bar in the City of Dublin, that focuses on this clear smooth and beautiful spirit; The 1661 Bar has at last count, eleven different styles on the menu.

A couple of years ago, they had a pop-up event where they served thirteen styles. All tasted different, as I did pop by and check them out. More out of curiosity than anything else, it left me even more intrigued as to how flexible this spirit is. You can sip it neat, mixed or in a killer cocktail.





### Brands available and worth a try Tipperary Boutique Big Field Poitín

– This distillery was set up by husband Liam Aherne and his wife Jennifer Nickerson on the Aherne family farm in Ballindoney, with the expertise coming from Jennifer's father, the legendary and internationally acclaimed whiskey expert. An exciting poitín that is fresh, crisp and quite elegant.

**Bán Poitín** – Founded by Dave Mulligan, a man with a passion for this uniquely Irish spirit, and owner of the 1661 Bar. It is an earthy poitín made in the Ards Peninsula using potato, barley and sugar beet.

**Straw Boys Poitín** – Hailing from the beautiful, wild west, in Ballina County Mayo. They use malted barley in their copper pot stills to make this lush and full poitín.

**Teeling Spirit of Dublin Poitín**  
– Jack and Stephen Teeling have been involved in the whiskey business all their lives, originally working with their father, John Teeling, who has been a spearhead in the revival of our lost industry. They know what they're doing and have a beautiful distillery in the city.

### Cocktail Time – The Kneecapper Ingredients

- One Measure of Poitín
- Half a measure of lemon juice
- Half a measure of honey water (mix one part water, two parts honey and mix)

#### Method

- Place all ingredients in a cocktail shaker, shake well, strain and serve.
- Also, enjoy.

### Other Brands and styles you should look out for

- Ballykeefe Irish Poitín
- Ballykeefe Spiced Irish Moonshine
- Boann New Born
- Glendalough Mountain Strength Poitín
- Killowen Bulcán Irish Poitín – Part 1 – Still Strength
- Killowen Bulcán Poitín Pinot Noir Rested - Part 2 of 2
- Mad March Hare Poitín
- Micil Heritage Edition Poitín
- Micil Irish Poitín
- Mulroy Bay Barrel Aged Irish Poitín 50cl
- Mulroy Bay Irish Poitín
- The Pooka Blend No 1 Irish Poitín
- The Pooka Hazelnut Irish Poitín
- Killowen Poitín 50cl
- Killowen Stone Soup Poitín
- Cooley Single Pot Still Poitín
- Glendalough Poitín
- Glendalough Sherry Finish Poitín





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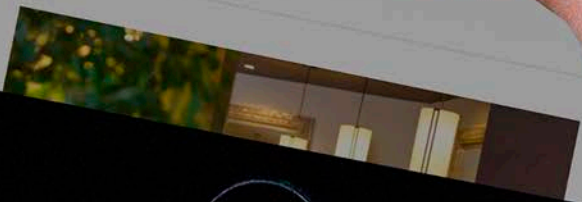
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# WHISKEY

## styles

There are many different styles of whiskey in the world. We list the 9 most important to know.





## Single Malt

Single malt Irish whiskey is a whiskey that is the product of one single distillery. The whiskey must be distilled from a fermented mash bill, made from 100% malted barley with no other grains added.



## Single Grain

Single Grain whiskey refers to using grains other than malted barley in the mash bill, such as whiskey made using corn, wheat or rye. They are distilled using a Column Still instead of the more traditional pot still.

## Single Pot Still

Single pot still whiskey is a style of Irish whiskey unique to Ireland. It is made by a single distillery from a mash bill of malted & unmalted barley and 5% other grains & distilled in a copper pot still.

## Blended Whiskey

Blended whiskey is the product of blending three different styles of whiskeys in complementary ratios. Blended whiskeys were invented in Scotland and are now the most popular whiskey style in the world.

## Blended Malt

Blended malt whiskey, formerly called a vatted malt, or pure malt, is a blend of different single malt whiskeys from different distilleries and is mostly associated with the Scottish whisky industry.

## Bourbon Whiskey

Bourbon is a distilled American whiskey, that has to be made from at least 51% corn, aged in a new oak barrel and produced in America. It has no minimum aging period and needs to be bottled at 40% ABV or more and does not contain any additives.

## Corn Whiskey

Corn whiskey is an American spirit made from a mash of at least 80 percent corn and distilled to a maximum strength of 80% ABV. Corn whiskey does not need wood aging, but if aged, it must be in uncharred or previously used oak barrels.

## Rye Whiskey

Rye whiskey is primarily made in North America with a mash of at least 51 percent rye and is aged in charred barrels for at least two years.

## Tennessee Whiskey

Tennessee whiskey producers are required by state law to produce their whisky in Tennessee and to use a filtering step known as the Lincoln County Process prior to aging the whiskey.



# FOUR CLASSIC & ELEGANT COCKTAILS

## To Try At Home

There are cocktails and there are cocktails. Most of us enjoy a cocktail now and again but they are getting pricier but for some cocktails, you need so many ingredients, and utensils, it becomes tiring and/or overwhelming, before you even start.

We forget there are some super classic and elegant cocktails that don't require you to have every spirit on the market. Below we have chosen some super easy cocktails for you to try your hand at, at home.

**TOOLS** – Ok, so we said simple but you will need some tools, although we have suggestions for substitutions that you could find at home.

- A cocktail shaker or a clean jar with no aromas.
- A jigger for measuring or an eggcup will suffice.
- Glassware, coupes and martini glasses are similar enough that they can substitute for each other. Or try a sundae glass.
- A strainer, once it's clean and has no aromas you can use it.



*All recipes are for two*

**MARTINI** - Vodka or gin, your choice.

As classic as 007.

- 2 measures of gin or vodka
- 1 tbsp of vermouth
- Ice

Place all ingredients in your cocktail shaker and stir for the James Bond style or shake for the classic style. Strain the martini into a martini glass or similar.

**A CLASSIC DAIQUIRI** - Refreshingly elegant.

- 2 measures of white rum
- 1 measure of lime juice
- 1 tbsp of simple syrup (sugar water 2:1)
- Ice

Place all ingredients in your cocktail shaker and shake it. Then strain the cocktail into a coupe glass or similar.

**WHISKEY SOUR** – One of my favourites, relatively simple to make and looks impressive.

- 2 measures of whiskey
- 1 measure of lemon juice
- 1/2 measure of simple syrup (sugar water 2:1)
- 1/2 measure of egg-white
- Ice

Put all your ingredients in a cocktail shaker and shake. Always taste before serving to make sure it's to your particular liking. Then strain the cocktail into a tumbler.

**SIDECAR** – Another classic and slightly reminiscent of the Mad Men era.

- 2 measures of cognac
- 1 measure of triple sec (orange liqueur)
- 1 measure of lemon juice
- Ice

Place all your ingredients into your cocktail shaker and shake well. Once happy, strain the cocktail into a coupe glass or similar.





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# CASK AWAY

## INVEST IN ONE OF IRELAND'S ANCIENT CRAFTS

We are all familiar with the surge of interest in Irish whiskey over the last number of years. That interest has come from both new drinkers, many of a younger age, and those who have found the diversity and heritage within the category. For many, the journey is just beginning, as the intrigue in Irish whiskey is forecast to garner increased momentum. Fulfilling this consumer demand, the sector has seen an increase of new distilleries and brands entering the market, each trying to compete for a piece of this growing sector and each bringing their own unique approach, further increasing diversity, leading to more consumer interest and so the cycle continues.

There are now many cask programmes from distilleries, each providing various offerings. Aside from bringing in much needed cash flow, cask programmes are a fantastic way to engage with customers, to build a relationship and form brand interest and loyalty. It also allows the distillery to identify what consumers are interested in.

Just why would you want to purchase a cask? There are those who may just have an interest in a brand or distillery, or may have a connection with the business, and may simply want to help support the business develop. There are the enthusiasts, even those perhaps with the dream of having their own distillery. They are enchanted with the entire process and being part of a cask programme gives them the opportunity to be part of the process and seeing how the new make spirit develops and matures into Irish whiskey. Often a group of friends may get together, or a family may decide to celebrate







significant shared milestone events such as anniversaries, birthdays, weddings or retirement. They will get to experience the journey and the bottling of their very own bespoke whiskey. They may even be looking to sell-on their bottles, perhaps even to turn a profit. Businesses may also purchase a cask to produce corporate gifts with their bottles being labelled with their own distinctive branding. Then there are the investors. Those who see an opportunity and believe investing now in casks will bring a positive return in the future.

They may decide to sell the casks, perhaps even back to the distillery. They may decide to bottle the contents and create their own brand. However, be aware any investment may or may not return a profit. The value of the cask could increase or decrease and there may or may not be buyers interested in purchasing the casks or bottles. You should be financially secure and willing to tie up your capital for many years.

Whatever the reason for engaging in a cask programme there are many factors and costs you should be aware of. These include but are not limited to:

### **The style of whiskey**

Grain, pot still or single malt

### **Amount of new make spirit being purchased**

The number of litres of new make spirit are going into the cask.

### **Alcohol by Volume (ABV)**

The ABV percentage of the liquid as it enters the cask. This is usually about 63% ABV for pot still and single malt, and about 69% ABV for grain.

### **Cask**

The capacity of the cask.

The type of wood. For example, this could be American oak, European oak or some other type. Has the cask held spirit before? Is it a virgin cask or a refill cask? Is the cask charred or toasted and if so to what level?

What has the cask held before? This could be bourbon, sherry, port, wine or other.

Can the liquid be transferred to another type of cask for finishing and are there costs associated with doing so?

Who owns the physical cask when you decide to remove it from bond?

Do you own the cask or is it held

for you in trust by the distillery?

Where is cask stored? Usually this is in a bonded warehouse. This

can be on-site in the distillery premises or a third-party bonded warehouse. Do they allow visits, sample draws, bottle draws and are there costs associated with this?

Revenue want VAT and Excise Duty to be paid when the cask is removed from the bonded warehouse.

Who is responsible for your cask? Normally this goes under care of duty representative. Usually the bonded warehouse representative.

Is photography allowed?

### **Bottling**

Is there a cost in moving cask to bottling facility?

The cost of filling the bottles.

The cost of the glass bottles.

Cost of Labels.

Label and box design costs.

Any trademarking costs.

Shipping bottles to you.

Cost of cork or bottle top.

Are you allowed mention or use the distillery name or brand on the bottle?

There may be very small losses of liquid during the bottling process.



*Boann Distillery*



## Other Costs and Considerations

Insurance costs.

What happens should the company close?

The annual cost of warehousing the cask.

The cost of extending the maturation term.

Is there a buy-back agreement with the distillery at the end of the term and if so at what cost?

Is there an early exit option and if so at what cost?

Angel's Share. How much liquid is lost due to evaporation? As a guide it is estimated that your cask will lose around 3-4% to the angels in the first year and around 2% per year after.

Excise duty is currently €42.57 per litre of pure alcohol (LPA)

VAT is currently 23%

An example of what the costs of bottling a cask may be. Thanks to Celtic Whiskey Shop for permission to use this example. Total cost for a 15-year-old triple distilled single malt finished

in a dessert wine cask

Initial cask investment is €2,550

Storage, yearly sample & insurance for 15 years is €1,440  
Dessert Wine cask and transfer is €300 (estimate)

Disgorgement, bottling, dry goods is €1,232

Total cost excluding taxes €5,522.00

Approximately 272 bottles at 46%, would work out at €20.30 ex-vat, ex-duty per bottle.

At today's duty rate of €42.57

LPA you would pay duty of €13.70 per bottle. A further

€7.82 vat at today's rate of 23% would also need to be paid.

Final price would be  
€41.82 per bottle

So what is out there on offer? We have looked at six different offerings.

[www.powerscourtdistillery.ie](http://www.powerscourtdistillery.ie)

[www.sliabhliagdistillers.com](http://www.sliabhliagdistillers.com)

[www.clonakiltydistillery.ie](http://www.clonakiltydistillery.ie)

[www.thedld.com](http://www.thedld.com)

[www.celticwhiskeyshop.com](http://www.celticwhiskeyshop.com)

[www.boanndistillery.ie](http://www.boanndistillery.ie)

Of course there are many other cask programmes available and again this will increase over time.

Our advice would be to do your research thoroughly, find a distillery you can relate to and believe in. A hard thing for whiskey enthusiasts but try not to let your heart rule your head, at least not too much. Enjoy the adventure, the journey, and ultimate destination!





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Dublin City at night @myviewofireland









A photograph of a whiskey distillery interior. In the foreground, there are wooden barrels stacked on dark wooden shelves. Some barrels have red circular labels with white text, and others have yellow or white labels. The labels include 'M', 'FRUIT', 'CARBON', 'MILLIK', 'MOKEY', 'RAHEL', 'DEIRA', 'CAB SAV', 'PORT', 'RIP', and 'SCORION'. The floor is made of dark wood planks. In the background, there are more barrels and a wooden door. The ceiling has exposed pipes and track lighting.

# TASTING NOTES

Everything you need to know about Irish whiskey, Ireland's distilling heritage and the new bottlers on the block

*+ How to own your very own cask & make the perfect whiskey sour cocktail*





VINTAGE SINGLE MALT  
50+% LOSSES





# IRELAND'S WHISKEY ADVENTURES ARE ONLY JUST BEGINNING

Uisce Beatha, The Water of Life, Whiskey. No other spirit evokes the emotion, the passion and debate than this golden spirit. Today, whiskey is the most talked about spirit. From amongst the many producers in the world that exist, it is Irish whiskey that is getting the most attention, and since 1990 has achieved double digit growth annually. I would challenge anyone to go through the weekend newspapers and not find an article on Irish whiskey.

*Continued >>*

*Courtesy of Serghios  
Florides, Publisher of the  
Irish Whiskey magazine*



Whiskey, even its spelling, with an 'e' or without, this alone brings heated exchanges. Then there is the 'Who invented whiskey, the Scottish or the Irish?' debate. The earliest known records of whiskey are to be found in a manuscript called the Red Book of Ossory from Kilkenny dating back to the early fourteenth century.

The world of whiskey is dominated by Scotland, Ireland and the US, followed closely by Canada and Japan. That's not to say that these countries have it all their own way. Newly emerging countries, collectively producing what has been coined 'world whiskeys' include the Nordic countries, France, India, Australia and others. In terms of sales, Scotland is by far the largest player in the market, but it wasn't always that way.

Irish whiskey held not only the mantle of being the dominant whiskey in the world, it was also seen as the most premium. Irish whiskey sales reached every corner of the world from South America to the Far East. Bushmills even commissioned its own steamships to ship its whiskey around the globe.

The good days however were not to last. Irish whiskey almost became extinct to the point where in the late 1960's there were just a handful of producers. Much has been written about the downfall of Irish whiskey, more than is in the scope of this piece in any detail. Reasons can in some part be attributed to the following: Father Matthews Pledge, Prohibition in the United States, Irish War of Independence, Trade Wars with the British Empire, and the introduction of new distillation technology via the column still.

The turning point and recovery can be attributed to a number of important



events. Firstly, and arguably the most significant was the formation of Irish Distillers. Three of the countries last remain distilleries, Cork Distilleries Company, John Jameson & Sons, and John Power & Son, decided to put their rivalries aside and work collectively to revive Irish whiskey. Production was later consolidated in Midleton, County Cork. The group was later joined by Bushmills in 1972.

The group focused on Jameson to spearhead the recovery and through high quality, and great marketing the recovery began, mainly driven by sales in the United States.

Secondly, the establishment of the Colley Distillery in 1987 by John Teeling diversified the Irish whiskey offering with introduction of new brands including Connemara and Tyrconnell. Connemara being the only peated Irish whiskey available at the time provided a gateway for those peated Scotch whisky lovers to try Irish whiskey. Cooley also provided the source for many own-label whiskeys which found their way into the market.

Fast forward to today. Where is Irish whiskey at?

Irish whiskey is the fastest growing brown spirit in the world with sales exceeding a billion euro. From not even a handful of distilleries a decade ago, there are now forty operational

distilleries with more to come. Irish whiskey has attained Geographical Indication status and is protected globally. Diversity and innovation lead the way and with that new audiences are taking to Irish whiskey. No longer an 'old mans drink', a youthful audience is emerging, both male and female. Not only is whiskey being consumed as a shot or as a beer paring. The vibrant cocktail scene is embracing the vast variety of flavours offered by Irish whiskey and drawing in the younger audience.

Irish whiskey tourism is playing a significant role in attracting visitors from both home and abroad providing a revenue stream and employment. They provide a platform for the distilleries to give their brand story and for visitors to enjoy an immersive experience.

The United States has traditionally been and still is the largest market for Irish whiskey. However, new markets are emerging, Russia, France, Germany, China, Australia are just a few of the countries rediscovering Irish whiskey.

So, what does the future hold? With more distilleries coming online and existing ones pushing the boundaries of what Irish whiskey can be, there will be a great diversity in the offerings consumers can enjoy and share. It's early days, the adventure is just beginning!





# STYLES of Gin



As gin brands continue to rise, so do the many labels now staring back at you. It can be overwhelming. Which one to choose? Do you choose by price, colour, label (we have all done it), celebrity or flavours.

Ideally, the best way to start is to narrow down which particular style you like. But first, what is gin? It is a distilled spirit; it must be infused with at least 51% juniper berries. Now for the variety of styles available.

**LONDON DRY** - Despite its name, it does not need to be made in London. No artificial flavours or colours may be used. It must be juniper based. Thus, giving you that beautiful bouquet of Juniper, orris root, coriander and angelica, that we all know and love.

**PLYMOUTH** - Plymouth gin, may by law only be made in Plymouth. It is a little less dry than your London gin however its botanical recipe is made up of more root ingredients such as angelica and coriander, hence giving you those lovely earthy flavours.

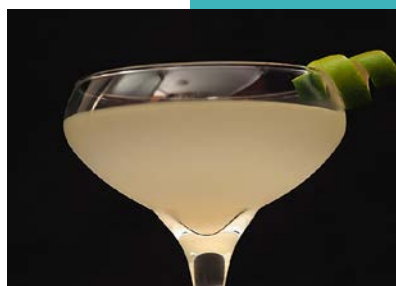
**GENEVEER** - It was the original style of gin and is made from malted grain mash, somewhat like whiskey. Its region specific to Holland, Belgium and a few select areas in France and Germany.

**PINK** - It is typically a dry gin flavoured or infused with red fruits. A relatively new invention or so we think, but it has actually been around since 1824 when a German doctor created a remedy for stomach ailments, known as Angostura bitters; These bitters, were just that, bitter but this medicine was a staple on British Royal Navy Ships, where they would add a little gin to it, making it more palatable and by default they created the first 'cocktail'.

Pink gins 'Ginaissance' in 2013, highlighted this pretty spirit and put it firmly back on the market.

**NAVY STRENGTH** - By definition Navy strength gin has to have an abv (alcohol by volume) of at least 57%. Its name dates back to the eighteenth century and again involves the Navy. It would be stored next to the gunpowder, and if for whatever reason the barrel leaked or broke the high alcohol content did not spoil the gunpowder.

**OLD TOM** - Is a slightly sweeter gin with a less botanical version of gin. It tends to be lighter, softer and malty than a London Dry gin. Old Tom gin is definitely one to try and is favoured by many mixologists for their cocktails.







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# Go Wild GIN TOUR

Join us on the Go Wild Gin & Tour and find out for yourself what wonderful cocktails await you.



## 1 DINGLE ORIGINAL GIN

Co. Kerry | [www.DingleDistillery.ie](http://www.DingleDistillery.ie)

Dingle Original Gin is the product of a considerable amount of research, both technical and historical, and experimentation. Their aim was to create a totally unique gin, one which worked within the great tradition of gin distilling but which also came with a degree of innovation. In terms of its broad style, this is what is categorised as a London Dry Gin but the unique character and flavour come from their painstaking and original choice of botanicals.

Director & Founder Peter Mosley sums up DOG's unique character in a few words: "The uniquely Irish botanicals give a fabulously fresh, floral character that perfectly balances the traditional juniper. But, to be honest, you really have to taste it for yourself."

Dingle Original Gin is a totally unique gin, in the style of London Dry Gin. Dingle Original Gin is best served with large cubes of ice, a wedge of fresh orange and a sprinkling of juniper berries.



## 4 RUNWAY 28 GIN

Co. Donegal | [www.Runway28Gin.com](http://www.Runway28Gin.com)

If life gives you Juniper berries, make Gin!"

Take one Irish Aviation company, with two aviation professionals, then add a turbulent pandemic to the mixture, what do you get? Well in Kilbarron Aviation's case, a brand-new Aviation themed premium Irish Gin, with a just a hint of pepper.

Co-director Marie Ann McLoughlin Dwyer, with a background in both aviation and product development, and wife to one of Ireland's many grounded commercial airline pilots, researched, studied and blended in collaboration with master distiller & recipe experts at Listoke Distillery in Co. Louth, to craft and create Runway28 Premium Irish Gin.



## 5 LISTOKE 1777

Co. Louth | [www.ListokeDistillery.ie](http://www.ListokeDistillery.ie)

Listoke 1777 Original Gin has received several awards, including; Best Irish Gin and Best Gin in Europe. As the largest Gin Distillery in Ireland, they work with many other smaller distillers, which

## 2 TRIBE GIN

Co. Galway | [www.TribeGin.ie](http://www.TribeGin.ie)

Tribe Gin is a small batch craft Irish Gin. It's a premium spirit who's recipe was inspired by ingredients local to the west of Ireland along with a blend of citrus and spice to give Tribe Gin its unique flavour. It has all natural ingredients with no added sugars, flavours or preservatives. Some of the ingredients include: Lemon, Heather, Cassia, Cardamon and Connemara Seaweed.



## 3 DRUMSHANBO GUNPOWDER IRISH GIN

Co. Leitrim | [www.TheShedDistillery.com](http://www.TheShedDistillery.com)

It was during the solar transit of the Winter Solstice sun in 2014, that saw the revered tradition of distilling Irish Whiskey, return to the Western province of Connacht. PJ and Denise Rigney, along with their dedicated team of distillers, laid down the first whiskey in Connacht in over 101 years.

He created The Shed Distillery of PJ Rigney, with its medieval copper pot stills, and began







## 8 GRAHAM NORTON GIN

Co. Cork | [Facebook.com/GrahamNortonsOwnUK](https://www.facebook.com/GrahamNortonsOwnUK)

Following on from the success of Graham's award-winning GN Wine range, which includes Sauvignon Blanc, Shiraz, Rosé and Prosecco, the renowned TV presenter has launched his own Irish gin which celebrates the beauty and unique flavours of West Cork.

Partnering with an Irish distillery was very important to Graham and an extensive search led to a distillery near Graham's West Cork home. West Cork Distillers have worked with Graham and the team to create the great tasting gin. Distilled and produced using 100% Irish grain Graham Norton's Own Irish Gin draws its flavour from a combination of 12 botanicals including angelica, fuchsia flowers, orris roots, rose hip, basil and liquorice root – all of which contribute to a Gin which is as unique as the man himself!



has helped them perfect their brand. It has subtle Orange and Spice flavours that lead to a robust, refreshing gin that can be served neat with ice or with a peel of orange and a good quality tonic water! This Gin is the perfect gift - for a loved one or yourself!! Pairs deliciously with Poachers Wild Tonic and Poachers Light Tonic

Looking for a little kick: Listoke Sloe Gin is soaked in Sloe Berries for one year before being diluted with Irish Honey, which gives it its beautiful natural colour.

## 6 KELLS GIN

Co. Meath | [www.HeadFortArms.ie](http://www.HeadFortArms.ie)

The Kells Gin brand bears reference to the Victorian era (the first era of Gin houses) when Kells Lace manufactory thrived adjacent to the Headfort Arms Hotel.

This was an era when handmade crafted items were created by the women of Kells - in much the same way that this gin has been handcrafted using unique botanicals alongside grains of paradise, elderflower, sumac and cubebs - all complemented by citrus orange notes.

Enjoy a Kells Gin with a premium tonic on ice - plus a slice of orange and a hint of orange zest in order to amplify the citrus flavor.



## 9 THE PERFECT MIX

Tonic Waters - Poachers Drinks  
| [www.PoachersDrinks.com/](http://www.PoachersDrinks.com/)

The inspiration for the Poachers range of premium natural mixers was found in the ingredients grown on a centuries-old family farm by the sea in County Wexford, Ireland.

Their range of drinks embraces the best of natural Irish ingredients. They are lower in sugar with natural herbal finishes that delicately enhance and never overwhelm premium spirits. Made to be mixed with best of Irish and International spirits they can also be enjoyed on their own as no alcohol alternative. We hope you have fun mixing with them!



## 7 DUBLIN CITY GIN

Co. Dublin | [www.DublinCitySpirits.com](http://www.DublinCitySpirits.com)  
& [www.IrishMalts.com](http://www.IrishMalts.com)



Although they're a young company to this new world of distilling in Ireland, they have striven to produce the best premium Irish product available.

Their first distributor challenged

them to get one gold medal to help with sales introductions. Today, Dublin City Gin has been acclaimed for quality and taste as a multiple award winning gin with over 16-GOLD medals to their credit.

## 10 LOUGH DERG GIN CRUISE

Co. Tipperary | [www.flanagansonthelake.ie](http://www.flanagansonthelake.ie)

They are delighted to be partnered with Schweppes Ireland for their 2022 gin cruises.

Join them on board to explore the Schweppes signature collection and discover the perfect twist for your gin.



### BACK TO SCHOOL

Listoke Distillery & Gin School

Now open for distillery tours as well as being the only gin School in Ireland, Listoke 1777 has become one of Ireland's most sought after visitor experience. Visit the school for a history of gin, gin tasting and an introduction to all that is gin.



(Pictured L-R) Mark Christal, Enterprise Ireland; Ellen McGrane, Diageo; Colin O'Brien, Diageo; Henry Yates, Barley Grower; Aidan Crowe, Diageo; Sonya Kavanagh, Kildare County Council.



## *Drinks company Diageo, which owns Guinness, is to build a new €200m brewery near Newbridge in Co. Kildare.*

**The carbon neutral facility will be used to produce lagers and ales, freeing up capacity at its main facility at St. James's Gate in Dublin to allow it to produce more stout for global markets. The brewery, which will be the second largest in the country, will be situated on a greenfield site at Littleconnell. When operational in 2024, it will be capable of producing 2-million hectolitres of beer a year.**

"Our plans for a new, state-of-the-art brewery in Kildare, and the developments at St. James's Gate, will enable growth in overall beer exports from Ireland," said Colin O'Brien, Category Head - Global Beer Supply, Diageo. "We are fully committed to embedding sustainability across our business from grain to glass and this announcement represents the next step in our integrated approach towards achieving one of Diageo's Society 2030: Spirit of Progress commitments, by becoming carbon neutral in our direct operations."

The plan is subject to the granting of planning permission by Kildare County Council with an application due to be made by the end of the year. Around 1,000 construction workers

will be employed during the building process, with 50 permanent jobs set to be created once it is open.

"Diageo's decision to invest in a second brewery in Ireland is a fantastic endorsement of the Irish food & drink ecosystem," said Enterprise Ireland CEO Leo Clancy, who welcomed the announcement. "The new facility will make an important contribution to the local economy, supporting value-added exports, creating high-quality jobs, and doing so in line with the highest sustainable standards."

IDA Ireland, which supports inward investment into Ireland, also welcomed the news, with chief executive Martin Shanahan adding that it demonstrated Diageo's continued commitment to sustainability. The plant will be completely powered by renewable energy and will use the latest technology to reduce its water and energy consumption as much as possible. Diageo estimates that this will enable it to avoid carbon emissions of up to 15,000 metric tonnes a year.

Tánaiste and Minister for Enterprise Trade and Employment Leo Varadkar said the investment represents great news for the future development of Ireland's thriving food and drink industry, the local economy in Kildare

and the wider national economy. Among those products that will be produced in the new facility are Rockshore, Harp, Hop House 13, Smithwick's, Kilkenny and Carlsberg.

The development represents something of a back to the future moment for the company, as Arthur Guinness opened his first brewery in nearby Leixlip in Co. Kildare in 1756, before moving production to St. James's Gate in Dublin 1759. In 2008, Diageo announced plans for a new brewery in Leixlip but, following a review of the project the following year as a result of the global economic downturn, it never went ahead and the company invested in St. James's Gate instead.

"This is just one of a number of developments in the Newbridge area in the last four months and shows Kildare is prime for investment and continued development," said Kildare Chamber of Commerce CEO, Allan Shine. "We are competing and winning this investment in competition with other European locations. It also shows the confidence business leaders have in Kildare, with our excellent transport infrastructure and connectivity, in addition to a well-educated and ambitious young workforce," Mr. Shine added.





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*How to make  
the perfect*

# IRISH COFFEE

**in time for Christmas**

**E**veryone loves an Irish Coffee but it has to be perfect – especially at Christmas, when friends and family are gathered around.

Irish Coffee was invented in Co. Limerick in 1943 by chef Joe Sheridan at Foynes Port, where planes on route from Europe to America would stop to refuel.

The very first one was whipped up one cold winter's night in the small village of Foynes as a treat for passengers who were delayed due to bad weather.

That late night tippie has since gone on to become a classic.

Something to look forward to in the new year

**National Irish Coffee Day  
January 25, 2023**

## **TOP TIP**

A true Irish Coffee has only four ingredients: Irish whiskey, sugar, strong coffee and cream

## **Method**

Preheat your Irish coffee glass by filling it with boiling water for five seconds, then pour the water out.

Add one teaspoon of brown sugar and a good measure of Irish whiskey into the warmed glass.

Fill the glass to within 1cm of the brim with hot, strong black coffee. Stir well to dissolve all the brown sugar.

Carefully pour lightly whipped cream over the back of a spoon so that it floats on top of the coffee.

Do not stir after adding the cream; the best flavour comes from drinking the coffee and Irish whiskey through the cream.



### *The iNUA Collection*

Discover Ireland with The iNUA Collection. We understand that short breaks can be as rewarding as long ones. That's why, at The iNUA Collection, we've handpicked the finest places to stay so you can get away and relax in style. Whether you're looking for scenic parks, romantic breaks or luxury spa getaways, you'll find it at any one of our ten hotels. With amazing midweek offers, come and stay at the iNUA Collection. The iNUA Collection Hotels - where the only thing missing is you.

Book at [www.iNUA.ie](http://www.iNUA.ie) today for the best rate guaranteed.



### *Roe & Co Distillery*

Nestled in the heart of Dublin's buzzing Liberties district, Roe & Co Distillery is the home of cocktail exploration and modern Irish whiskey. The former Guinness Power Station lives and breathes creative reinvention, where fun and flavour come to life through a truly immersive experience.



### *Blend Your Own Whiskey With James J. Fox Dublin*

Visit our store and use our dedicated whiskey blending unit to make your very own unique bottle of James J. Fox Custom Blend! For more details call in to James J. Fox, 119 Grafton Street, Dublin 2, D02 E620. +353 1 6770533. [info@jamesfox.ie](mailto:info@jamesfox.ie)



### *Durty Nelly's*

Durty Nelly's can truly be described as one of Ireland's landmark Irish pubs. Nestling in the shadow of the magnificent Bunratty Castle, it is the first stopping off point for generations of visitors to Ireland arriving at nearby Shannon Airport. It's a meeting place for both locals and tourists alike and the interaction between the two is what makes it such a unique Irish pub.



### *Muldoon Whiskey*

Muldoon Liqueur has many international awards for taste and quality. It's Irish Whiskey, infused with toffee and hazelnut. Perfect on its own, it also makes an indulgent liquid dessert or can be added to cocktails or food. It has to be tried. To find out more go to [www.anchorspirits.ie](http://www.anchorspirits.ie)



### *Galway Crystal*

Galway Crystal is one of the leading giftware brands in Ireland. Based in Galway city, our company has been involved in the crystal and giftware business for over 50 years. We started producing heavy cut Irish Crystal and over the years we have expanded and developed our range to keep up to date with current styles and trends. We have an extensive range of product from glassware to fashion accessories all of which are designed in house. Galway Crystal products are available nationwide and on [www.galwaycrystal.ie](http://www.galwaycrystal.ie)





### Hinch Distillery

Hinch Distillery sits in the heart of the County Down countryside within the beautiful grounds of the Killaney Estate.

Visitors to Hinch Distillery have the unique opportunity to experience the sights and sounds of a modern working distillery while learning about the Irish Whiskey process on one of the guided tours. Not only renowned for producing exceptional Irish Whiskey, Hinch Distillery produces the multi-award winning Ninth Wave Irish Gin and have designed a "Gin School" experience for all you Gin enthusiasts.



### Sliabh Liag Distillers

Sliabh Liag Distillers are due to launch their Silkie Whiskey "Share the Legend" gift sets, just in time for the festive season. Each back contains a bottle of your favourite Silkie with 4 metal sharing cups, etched with their iconic mermaid. Keep an eye out in all good off licences, or online at shop.



[sliabhliagdistillers.com](http://sliabhliagdistillers.com)

### Ashford Castle

Combining the curious mind of PJ Rigney with the best of Ashford Castle foraged ingredients, Ashford Castle Drumshambo Gunpowder Gin is a perfect pairing for any aperitif. Blending honey and wood sorrel from the Ashford Estate with Gunpowder Gin, you can now enjoy a little bit of Ashford



Castle in your own home.

### Powerscourt Distillery

The Powerscourt Distillery is heralding the start of a new era for the Distillery, with its first release including malt whiskey distilled at Powerscourt. It is the first (legal) whiskey distilled in Wicklow in over a hundred years.

Fercullen Falls Small Batch is a 50/50 blend of malt and grain whiskeys, the high malt content highlighting the whiskey quality and unique style of the Powerscourt Distillery.



### The Viaduct Cork

Welcome to The Viaduct – a modern Irish restaurant, where memories are made, and happiness can be tasted. The Viaduct restaurant, café & market is

family-friendly and suitable for all occasions. Brimming with character and warm hospitality, here you can enjoy delicious homemade meals created from the best locally sourced and freshest ingredients, served in a modern yet relaxed atmosphere.

<https://theviaduct.ie/>



### Dingle Gin

Dingle Gin attended the World Gin Awards 2019, where industry experts shortlisted the best gins from 400 entrants from 20 countries. Dingle Gin received the award for World's Best London Dry Gin and the overall award for World's Best Gin 2019.







# The Long Hall

*By Suzanne Redmond*

**T**he Long Hall has a long and colourful history. Records show a licence for the site was obtained in 1766 making 2016 a notable year in the colourful history of the pub. A pub that may have changed hands over time but one that was placed firmly on the map in 1982 with one of Dublin's most renowned song writer/musician/vocalist Phil Lynott's song 'Old Town' filmed in The Long Hall.

The Long Hall may not be Dublin's oldest, biggest or ostentatious pub but it is one that generation after generation ends up in. It is an institution, a proper pub with a good pint, good whiskey selection and most importantly personality. You can try to walk past without looking but like a magnet, it will pull you in. You step from the buzzy city into a calm oasis (with exceptions). You can be forgiven taking a moment to take in all the history surrounding you before you realise the barman is smiling and ready to appease your libation.

Once home to a private magistrate, it was converted into one of Dublin's most popular pubs. It became a bit of a recruiting station for The Fenians and the IRB in the 19th century. Today it is still a meeting point and on a random day you can bump into the likes of Bruce Springsteen or if you are of a certain age, you might just have bumped into Phil Lynott before his untimely death.

To this day The Long Hall has managed

to keep the history and its integrity by maintaining the very Victorian features it was designed with. It is essentially a living antique, a home for friends and one that proprietor Marcus Houlihan wants to preserve. The Victorian fittings are sumptuously carved with the bar dressed in brass trim. The partitions are set with gold leaf bevelled mirrors and ornate stained glass. The décor does evoke that lavishness of the Victorian era yet somehow maintains a sense of warmth and friendliness.

Within this exquisite pub with all its charm, you cannot help but notice the rather large clock sitting atop the oval shaped entrance to the very back room of the pub. Added in 1912, after being commissioned from Wekler & Schlegel, who were sat across the street, it has to be the crown that is the jewel of The Long Hall.

Being an Irish pub with a history, it not only wishes to preserve its home but the famous Irish libations that make Ireland a go to for a pint and a dram. New and old Irish whiskeys sit happily

behind the bar from the warming embrace of a Jameson to the limited anniversary release of The Long Halls very own Powers bottling. Vintage malts, popular blends and peaty whiskey are available to suit every palate. Although it may be steeped in history, The Long Hall has a variety of craft beers sitting next to Ireland's beloved Guinness. A pub that is a go to, for a great pint.

Now, you don't have to take our word for how great this place is; drop by and see for yourself why this pub has been open for over two-hundred years.





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# *U.S. Ambassador welcomes Irish Whiskey 360° Passport*

**The U.S. Ambassador to Ireland, H.E. Claire Cronin, visited the Irish Whiskey Association member distillery, the Pearse Lyons Distillery in Dublin, Ireland.**

The Ambassador used the visit to mark the close ties between the Irish and American whiskey industries and also discussed the Irish Whiskey Association's new IrishWhiskey360° Passport.

*Speaking during the visit, U.S. Ambassador Claire Cronin, said:* "It was great to hear about the historic links between the Irish and American whiskey industries, which are now stronger than ever thanks to investment of U.S. companies in Irish distilleries and the strong demand of American consumers for Irish whiskey. I welcome the partnership between the Irish Whiskey Association and Kentucky Distillers' Association, including the development of the new Irish Whiskey Passport initiative and I look forward to more Americans visiting Irish whiskey distilleries and more Irish visiting American whiskey distilleries in the future."

The Irish Whiskey360° Passport initiative aims to incentivise tourists on trips to Ireland, to visit the numerous Irish whiskey distilleries. The Passport was



developed with support and advice from the Kentucky Distillers' Association, which had previously developed a Kentucky Bourbon Trail passport.

The U.S. remains the largest market in the world for Irish whiskey, with over 5.9 million cases (71 million bottles) of Irish whiskey sold in the U.S. in 2021, a 15% increase on 2020. Tourists from the U.S. also form the largest visitor segment for Irish whiskey distilleries, which are aiming to rebound in 2022 following an 87% collapse in visitors in 2020 and 2021 due to the Covid-19 pandemic.

*Also commenting, William Lavelle, Director of the Irish Whiskey Association, stated:* "We are honoured that Ambassador Cronin has joined us. The United States is our number one market for Irish whiskey sales and for visitors to Irish whiskey distilleries. We look forward to deepening our connection with the U.S.,

in particular to welcome more American tourists to Ireland and to our great whiskey distilleries."

*Conor Farrell, Chief Commercial Officer of Pearse Lyons Brewing and Distilling, added:* "The Lyons family has always been proud of its shared Irish and American heritage. The late Pearse Lyons perfectly embodied that connection between the two countries, being the only man to have received recognition in Ireland and the United States for his outstanding contribution to both the Irish whiskey and Kentucky bourbon industries. Having Ambassador Cronin here shows just how important it is for us to nurture and build on this connection."



# Know where your creams are coming from

Consumers around the world know that when they choose Irish Cream Liqueur, they are choosing something special made from the finest ingredients, produced in Ireland with quality and integrity at its heart. Protecting and safeguarding this reputation is hugely important to Ireland's cream liqueur producers.

**How can you be sure your Irish Cream Liqueur is authentic?**

**Like Champagne in France and Parmesan cheese in Italy, Irish Cream Liqueur is protected by Geographical Indication (GI) status.**

**This means that:  
Only cream liqueur made in Ireland can be called Irish Cream Liqueur.**

**It also guarantees that every bottle of Irish Cream Liqueur contains a minimum of 15% alcohol, fresh Irish dairy cream and Irish whiskey.**

The legal protection given by GI status means that only cream liqueur made entirely in Ireland and with Irish ingredients can be called Irish Cream Liqueur. It assures consumers that, whenever and wherever they choose Irish Cream Liqueur, they're getting the distinguished, full flavoured product they expect.

GI status is conferred on only a select group of the very finest European food and drink products and, to acquire it, a compelling and comprehensive case for distinctiveness must be made.

GI status means that Irish Cream Liqueur now has its integrity protected by law and its historic link with its country of origin recognised as part of its provenance.



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More information is available at  
[www.irishfoodanddrink.com/gi](http://www.irishfoodanddrink.com/gi)







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