

Discover what's new with the world's most exciting whiskey category



Irish Whiskey Association
Drinks Ireland

Irish Whiskey 360°

#DiscoverIrishWhiskey



One Shared Spirit!

Ireland may be a small island, but it has a big whiskey tradition. In fact, Ireland is the home of whiskey. It's where whiskey distilling started and where whiskey got its name. These days, we are making more Irish whiskey than ever, in some of the world's most sustainable distilleries. Irish whiskey continues to be the world's fastest-growing and most exciting spirit.

Irish whiskey isn't a single brand or style. It is many unique characters, but one shared spirit. The depth and diversity of the category means there's always a new Irish whiskey to taste; and there's an increasing wealth of premium Irish whiskeys to savour and explore.

Irish whiskey is there to be enjoyed. Enjoy it straight or on-the-rocks, with a mixer or in a cocktail, not to mention Irish Coffee. Add Irish whiskey to the food fare and you have an unrivalled flavour-filled experience.

As the world looks to reopen, the Irish whiskey distilleries and brand homes of the **IrishWhiskey360°** trail look forward to inviting you through their doors to discover and enjoy Irish whiskey first-hand; and record your experiences in the new **IrishWhiskey360° Passport**.

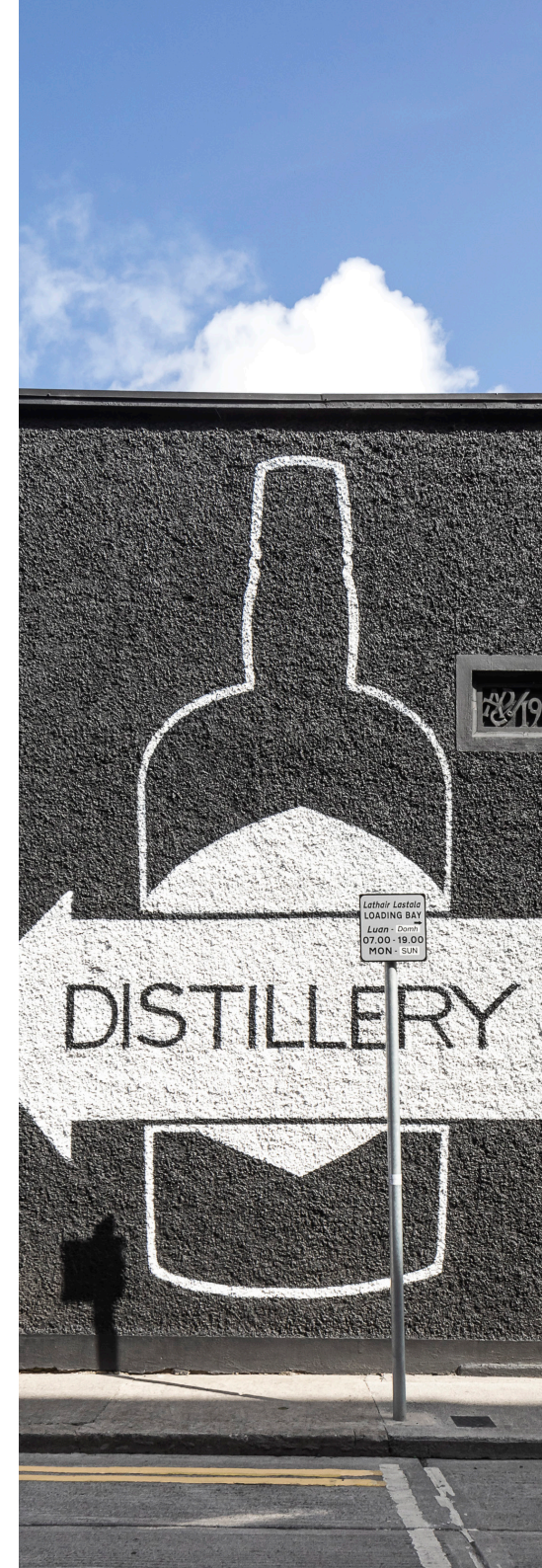
This year, as we get ready to celebrate **St. Patrick's Day**, the **Irish Whiskey Association** encourages you to discover what's new with the world's most exciting whiskey.

Ireland: Home of Whiskey

The first written reference to whiskey distillation came in the *Red Book of Ossory*, written in Ireland in 1324. This was nearly two centuries before the first written records of whisky distillation in Scotland, making Irish Whiskey the oldest whiskey tradition in the world.

The *Red Book of Ossory* is believed to have been mainly written by Richard de Ledrede who served as Bishop of Ossory for 44 years from 1317 to about 1361. During this period, the Black Plague ravaged the historic city of Kilkenny, and it is believed that the bishop developed the distillation of whiskey as part of his medicinal and pastoral response to the crisis.

The *Red Book of Ossory* includes a recipe for Aqua Vitae which is the Latin term for 'water of life'. In the Irish language this is known as Uisce Beatha (pronounced "ishka ba-ha") or Fuisce, which became anglicised as whiskey.



The different types of Irish whiskey

Irish whiskey distillers use a wider variety of mashes of malt and grain than other whiskeys do, creating more types of distillate than in any other whiskey culture. There are four distinct styles of Irish Whiskey:

- **Pot Still Whiskey:** This is a unique style of whiskey to Ireland, made from a mixed mash of malted and un-malted barley, distilled in copper pot stills.
- **Malt Whiskey:** This style of whiskey is made from 100% malted barley, distilled in pot stills.
- **Grain Whiskey:** This style of whiskey is made from mixed mash containing predominantly maize or wheat, continuously distilled in column stills.
- **Blended Irish Whiskey:** Any style of whiskey containing 2 or more of the above component whiskeys which have been matured for at least 3 years in wooden casks and bottled at no less than 40% abv.

Irish Whiskey production & sustainability

There are five steps in making Irish whiskey:

Milling:



The chosen grains are milled into a fine flour known as 'grist'.

Mashing



The grist is mixed with water allowing the extraction of the fermentable sugars to create a sugary liquid known as 'wort'.

Fermentation



Yeast is now added to the Wort, which consumes the fermentable sugars creating CO2 and alcohol. This results in a 'wash' (beer) of generally 8-10% abv.

Distillation



The wash is distilled in a copper pot still or column still where the alcohol is separated from water through a process of vaporisation. This process takes place either two or three times to create our distillate ('new-make spirit').

Maturation



The distillate is generally cut (diluted) to 63-64% ABV before being filled into wooden casks to mature for at least 3 years on the island of Ireland.



Brilliant blends

Most Irish whiskeys sold globally are blends and the Irish whiskey industry produces some of the world's most sophisticated and complex blended whiskeys. Because we distil more types of whiskeys, matured in a variety of barrels; the permutations of the types of blends we can produce is endless.

World-leader in cask-finishing

The choice of barrel massively influences the final flavour profile of the whiskey. Unlike bourbon producers who can only use virgin oak barrels, or Scotch producers who can only use oak barrels previously filled with a limited number of liquids, Irish whiskey producers, while respecting tradition, can use a wide range of wooden barrels to mature and finish our whiskey.

Barrels made from American or European oak dominate in Ireland, but barrels made from chestnut, cherry, acacia and native Irish oak also feature. Barrels previously used for American whiskeys are most common, but barrels once used for sherry, port, other wines or fortified wines, rum, beer, and cider are also used to mature Irish whiskey to give it that extra finish before bottling.

The scope of barrels available to Irish whiskey producers means Irish whiskey has become a world-leader in the art of cask-finishing, adding to the depth and diversity of products on the markets, each with unique and complex taste profiles based on the barrels used.

Our latitude and longitude

Ireland's geography plays its part. Ireland is generally more southerly than Scotland and more northerly than Kentucky. Ireland's westerly longitude and position as an exposed island in the Atlantic, in the path of the Gulf Stream, provides us with a mild and slightly warmer maritime climate than our latitude would normally allow. This influences the rate of evaporation of our whiskey during maturation as it interacts with the cask, imparting a character unique to the island of Ireland.

Geographic Indication

Irish whiskey is a protected geographic indication, recognised and enshrined in law in countries around the world. This means a product can only be labelled and sold as Irish whiskey if it has been fully distilled and matured in wooden casks on the island of Ireland for at least three years. The law is very clear about what is and is not Irish whiskey. If it doesn't meet the criteria, it's not Irish whiskey. Our geographic indication is Irish whiskey's guarantee of authenticity.

Sustainability

Building on centuries of heritage, the Irish whiskey industry is now looking to the future and leading the way when it comes to sustainability. From cutting edge-technologies to reduce energy usage and water waste, supporting biodiversity, and increasing the use of renewable energies, Ireland is the home to some of the world's most sustainable distilleries.



Ways to enjoy Irish Whiskey – Cocktails

For many decades, Irish whiskey has captured the imagination of cocktail drinkers worldwide as the essential ingredient in the world-famous Irish Coffee, but now, Irish Whiskey cocktails of all styles are on the rise.

Cocktails demonstrate the versatility of Irish whiskey; its complex flavours and overall balance make it perfect for mixing. Whether you work in a bar or just mix it up at home, find out how to craft your own Irish whiskey cocktail or mixed drink.

The Irish Whiskey Association has produced an Irish Whiskey Cocktail guide which highlights fantastic Irish Whiskey cocktails and mixed drinks, including some twists on the classics. This guide lists simple, straightforward recipes. Our guide features four classes of Irish whiskey cocktails and long drinks:

Coffee Cocktails

Coffee cocktails offer an irresistible mix of Irish whiskey and caffeine, making them perfect to kick off any party or to liven-up the crowd after a great meal. The guide features the Irish Coffee (also featured in this guide) and the Irish Whiskey Espresso Martini.

Stirred Cocktails

These spirit-forward cocktails are stirred down with ice to gently combine the ingredients and not over-dilute the cocktail. Rounded and in some cases robust, these cocktails are the perfect slow sippers or as an accompaniment to a meal.

Shaken Cocktails

Many of our favourite cocktails are shaken rather than stirred, this helps combine the citrus juices and ensure our favourite sour cocktails are well-balanced. The sweeter and rounder Irish whiskeys shine through incredibly in these cocktails.

Highballs

Famed for their refreshing flavours and their simplicity to make, the Irish Whiskey highball should be a staple of any cocktail selection. Each cocktail can be built in the glass it will be served in, over ice and given a short stir before they are served. The simplicity & speed of preparation make these cocktails accessible to even the most inexperienced mixologists.

Check out our guide at

www.irishwhiskeyassociation.com



Stirred cocktail: Old Fashioned



Shaken cocktail: Bog Warrior



Irish Whiskey Hi-Ball



THE IRISH COFFEE

WHEN JOE SHERIDAN CREATED THE IRISH COFFEE, HE FIRST MADE IT FAMOUS AT THE FOYNES FLYING BOAT TERMINAL IN CO. LIMERICK BEFORE BRINGING IT TO THE BUENA VISTA CAFÉ IN SAN FRANCISCO WHERE IT STILL REIGNS SUPREME. IN THE 1950'S THE IRISH COFFEE TRAVELLED THE WORLD, BECOMING IRELAND'S MOST FAMOUS COCKTAIL AND IT'S STILL AS GREAT TODAY... THE ULTIMATE WELCOME DRINK.

Ingredients:

- 35.5ml of Irish Whiskey
- 120ml freshly brewed coffee
- 1 level teaspoon of Demerara Sugar/ 15ml Demerara Sugar Syrup
- Lightly whipped heavy cream

Directions:

- Pre-heat a 6oz Irish Coffee glass
- Add the Irish Whiskey, Coffee and Demerara sugar and stir well.
- Pour the lightly whipped cream over a spoon to float on top.
- Optional Garnishes: Grated Nutmeg or Grated dark chocolate.



Ways to enjoy Irish Whiskey – Food pairings

Ireland is the home of whiskey; and Ireland is famous for its food. From farm to fork and from grain to glass, did you know Irish whiskey and food go perfectly together?

The depth of diversity of Irish whiskey pairs perfectly with the finest and freshest food on the island. From Irish cheeses to oysters; cured meats to barbecued steaks; and even to chocolate, add an Irish whiskey and get ready for an explosion of the senses! Whiskey and food marry together to bring out the most exquisite and intense flavours of Ireland. In the pub or restaurant – or in the comfort of your home – discover the magic of Irish whiskey and food.

The Irish Whiskey Association has worked with JP McMahon, renowned Irish chef to develop tips on Irish whiskey and food pairings.

Check out our full guide and food pairing suggestion at www.irishwhiskeyassociation.ie



Bread and butter

Good soda bread (or sourdough) and farmhouse butter is all you need to set up a simple food pairing that will delight. Because of the density of the bread, and natural oiliness of the butter, a pairing with Irish whiskey delivers a robust flavour on the palate.

Irish farmhouse cheeses

Irish whiskey pairs extremely well with cheese due to the ways in which the cheese acts as a foil for the robust quality of the whiskey. If you're tasting several cheeses with a number of whiskeys, start with the lightest and work your way towards the richest.

Charcuterie

Due to their aging, cured meats have great depth in flavour. For pairing with Irish whiskey, you can choose a variety of different cured meats, from pork and lamb to beef and game; and experiment with different whiskeys from light to sweet and mature.

Fish and Shellfish

Shellfish such as prawns, scallops, oysters, mussels, and crab are ideal to pair with Irish whiskey. Because of the unique clean flavour of shellfish, they are well paired with stronger, spicier whiskeys to draw out flavour.

Meat

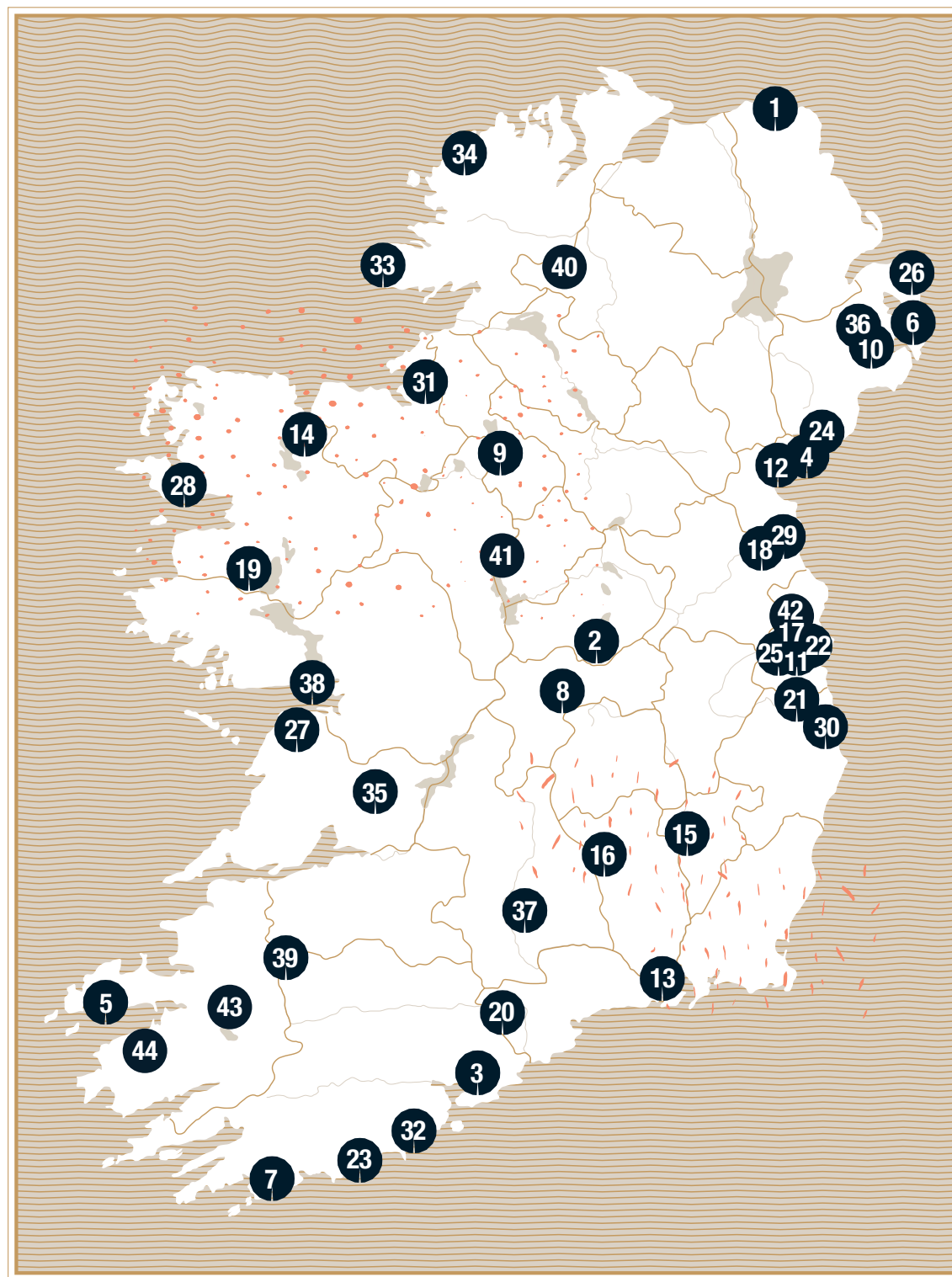
The natural flavours of Irish whiskey will work with most meats including beef, chicken, lamb, and pork – and that goes for sandwiches too. Grilled meats pair well with strong malty, peaty or spicy whiskeys, while mature whiskeys that are finished in sherry barrels will match that charred flavoured of most meats.

Chocolate and other desserts

Try a few squares of good quality 70% chocolate with a pot still or a sherry matured whiskey. Nut and truffle flavoured chocolates will showcase the spicier tones of pot still Irish whiskey. Flavoured chocolate such as salted caramel or orange chocolate balance with single malt Irish whiskey.



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|-------|----|--------------------------------|
| I.W.° | 1 | Bushmills Distillery |
| I.W.° | 2 | Kilbeggan Distillery |
| I.W.° | 3 | Midleton Distillery |
| | 4 | Cooley Distillery |
| I.W.° | 5 | Dingle Distillery |
| I.W.° | 6 | Echlinville Distillery |
| | 7 | West Cork Distillers |
| I.W.° | 8 | Tullamore Distillery |
| I.W.° | 9 | The Shed Distillery |
| I.W.° | 10 | Rademon Estate Distillery |
| I.W.° | 11 | Teeling Whiskey Distillery |
| | 12 | Great Northern Distillery |
| | 13 | Waterford Distillery |
| I.W.° | 14 | Connacht Whiskey Distillery |
| I.W.° | 15 | Royal Oak Distillery |
| | 16 | Ballykeefe Distillery |
| I.W.° | 17 | Pearse Lyons Distillery |
| I.W.° | 18 | Slane Distillery |
| | 19 | Lough Measc Distillery |
| I.W.° | 20 | Blackwater Distillery |
| I.W.° | 21 | Powerscourt Distillery |
| I.W.° | 22 | Dublin Liberties Distillery |
| I.W.° | 23 | Clonakilty Distillery |
| | 24 | Killowen Distillery |
| I.W.° | 25 | Roe & Co Distillery |
| | 26 | Copeland Distillery |
| | 27 | Burren Distillery |
| | 28 | Irish American Distillery |
| | 29 | Boann Distillery |
| | 30 | Glendalough Distillery |
| | 31 | Lough Gill Distillery |
| | 32 | Blacks Distillery |
| I.W.° | 33 | Sliabh Liag Distillers |
| | 34 | Croly Distillery |
| | 35 | Glendree Distillery |
| I.W.° | 36 | Hinch Distillery |
| | 37 | Tipperary Distillery |
| I.W.° | 38 | Micil Distillery |
| | 39 | Killarney |
| | 40 | Wild Atlantic Way Distillery |
| I.W.° | 41 | Lough Ree Distillery |
| I.W.° | 42 | Jameson Bow Street |
| | 43 | Killarney Brewing & Distilling |
| I.W.° | 44 | Skellig Six18 Distillery |



Map of Distilleries



= Operational Irish whiskey distillery

I.W.°

= IrishWhiskey360° visitor experience

Irish Whiskey 360°

IrishWhiskey360° is the home of Irish whiskey tourism, providing details on Irish whiskey distilleries and brands homes offering unique and memorable visitor experiences.

Our Irish whiskey distilleries are located in every region of Ireland, each with their own unique story – and whiskey.



Dublin

Dublin is home to five distillery experiences, all within walking distance to one another – a perfect opportunity to explore the sights and sounds of our modern capital city with a rich cultural heritage.



Wild Atlantic Way

Discover the Wild Atlantic Way route spanning 2,500km long of spectacular coastline and the home to Europe's most westerly distilleries.



Ireland's Ancient East

Ireland's Ancient East is synonymous with myths and legends. From the plains



Ireland's Hidden Heartlands

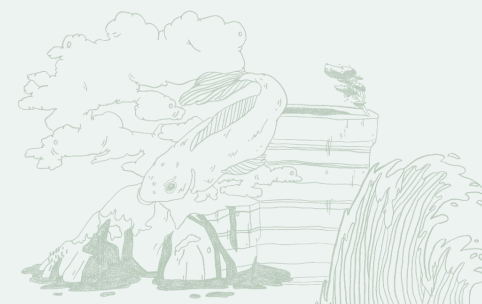
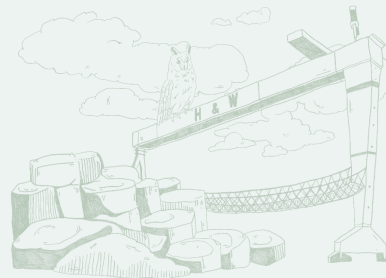
Explore the unspoiled heartlands of Ireland where expansive boglands, waterways and valleys, have influenced the craftsmanship of Irish whiskey in this region where life moves at a slower pace.



Northern Ireland

Home to the oldest licensed distillery in the world, and many newer craft producers, Northern Ireland embodies the depth and diversity of Irish whiskey.

of Meath down to the iconic coastline of Cork, eight world-class distilleries are waiting to be explored.



Irish Whiskey 360°

Distillery Passport

The IrishWhiskey360° Passport is a unique record of your journey through extraordinary distilleries across the island of Ireland.

Passports are available to be picked-up at participating distilleries, and collect stamps at every distillery on your journey.

Collect stamps – one from each region - and become an IrishWhiskey360° Champion.

Visit: www.irishwhiskey360.com



10 INTERESTING FACTS ABOUT IRISH WHISKEY

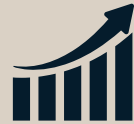
1.

THE FIRST RECORD OF IRISH WHISKEY DISTILLATION IS RECORDED IN THE FAMOUS RED BOOK OF OSSORY WRITTEN IN 1324, NEARLY 200 YEARS BEFORE THE FIRST RECORD OF SCOTCH DISTILLATION.



2.

IRISH WHISKEY IS OFFICIALLY THE FASTEST-GROWING SPIRIT IN THE WORLD OVER THE PAST DECADE WITH 150% GROWTH IN SALES.



3.

IN THE 1980S THERE WERE ONLY TWO DISTILLERIES ON THE ISLAND OF IRELAND, NOW THERE ARE OVER 40.



4.

DUBLIN'S 'GOLDEN TRIANGLE' IN THE LIBERTIES AREA OF THE CITY WAS THE LARGEST PRODUCTION CENTRE OF WHISKEY IN THE WORLD IN THE 1800S.



5.

THE GREAT DUBLIN WHISKEY FIRE OF 1875 SAW RIVERS OF BURNING WHISKEY FLOW THROUGH THE STREETS OF DUBLIN LIKE LAVA AFTER A BONDED WHISKEY WAREHOUSE IN THE 'GOLDEN TRIANGLE' CAUGHT FIRE. 13 PEOPLE DIED, AND 1,900 BARRELS OF WHISKEY WERE LOST TO THE BLAZE.



6.

THERE ARE CURRENTLY OVER 3.5 MILLION BARRELS OF IRISH WHISKEY SPIRIT MATURING ON THE ISLAND OF IRELAND.



7.

UNLIKE SCOTCH WHISKY PRODUCERS WHO CAN ONLY USE OAK, IRISH WHISKEY PRODUCERS CAN USE A VARIETY OF WOOD TYPES IN BARRELS FOR MATURING WHISKEY, WITH CHESTNUT, CHERRY AND ACACIA BEING OTHER POPULAR TYPES.



8.

IT IS REPORTED THAT PETER THE GREAT, TZAR OF RUSSIA SAID "OF ALL THE WINES, THE IRISH WHISKEY IS THE BEST".



9.

WHISKEY IN IRELAND DOES NOT NECESSARILY HAVE TO BE SPELLED WITH AN 'E'. WHILE HISTORICALLY IRISH DISTILLERIES ADOPTED THE SPELLING AS A POINT OF DISTINCTION FROM THE THEN LOW-QUALITY SCOTCH WHISKY, BOTH SPELLINGS ARE STILL ALLOWED UNDER CURRENT RULES.



10.

THE IRISH WHISKEY INDUSTRY'S USE OF UNMALTED BARLEY (RESULTING IN EMERGENCE OF POT STILL WHISKEY), ALONG WITH OUR TRADITION OF USING LARGER STILLS CAME ABOUT FROM REBELLIOUS DISTILLERS TRYING TO GET AROUND BRITISH IMPERIAL TAXES ON MALT AND THE NUMBER OF STILLS USED RESPECTIVELY.



What next?

**Want to learn more about
Irish whiskey, or speak to
some of the people behind
the brands?**

Get in touch with us today!

Reach out by contacting:

info@irishwhiskeyassociation.ie

Find out more here:



www.irishwhiskeyassociation.ie

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