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Objectives

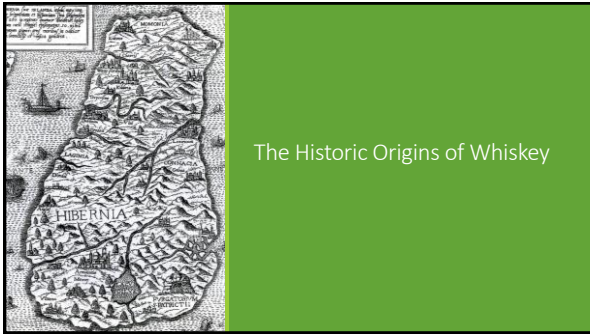
- Understanding how Irish Whiskey is made and what makes it different
- Understanding its history and how that has directly affected its style and production
- Understanding where Irish Whiskey is today and where it will be going in the next few years

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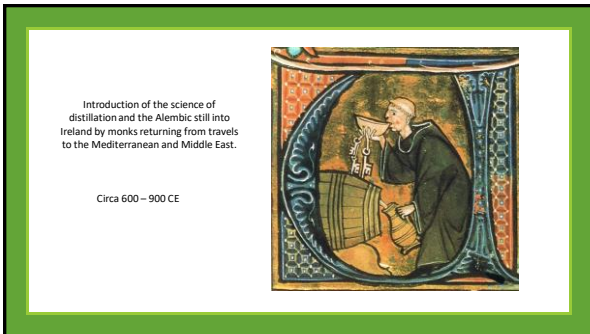
Irish Whiskey

- Must be made in Ireland – The Republic of Ireland or Northern Ireland
- Must be made with approved cereals: barley, wheat, corn or rye
- Must be aged for a minimum of three years in oak casks with a maximum capacity of 700 liters.
- Four types of Irish Whiskey: Single Malt, Grain Whiskey, Pot Still, and Blended

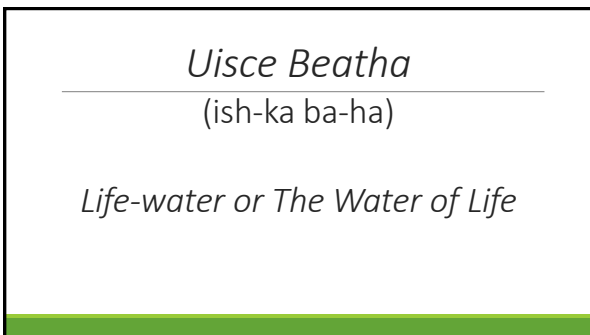
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Early Whiskey

10th-17th Century

- Individual producers
- As often made by women as men
- Small, rudimentary stills
- Mix of poitin and early whiskey
- Often infused with herbs

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Whiskey vs *Poitin/Poteen*

- *Poitin* is essentially Irish moonshine
- Unaged
- Variety of ingredients – cereals, potatoes, sugar beets, etc.
- More prominent in rural counties

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Mid Whiskey

17th – 19th Century

- License issued to Bushmills Distillery in 1608 by King James 1
- Popularized by Irish and English Nobility
- By 1800, Ireland has 1,200 distilleries

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British Challenges

- 1661 tax of four pence/gallon issued on Christmas Day
- Excise tax imposed on malted barley in 1785
- Whiskey tax increased in 1780s

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British Excise Agents

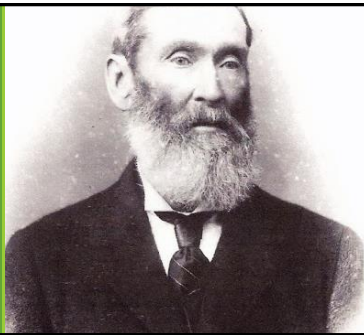
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Other Challenges

Irish Whiskey was not only challenged by the British, throughout the 19th and early 20th century political, economic, and demographic changes crippled the industry

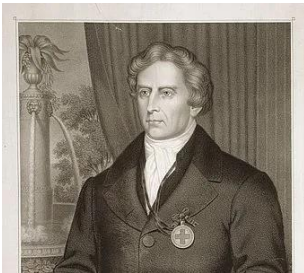
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Aeneas Coffey
1832



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*The Knights of
Father Matthew*
1838



15

*The Great Famine
1840s*



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*The Dublin Whiskey Fire
1875*



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*The War of Independence
1916-1921*



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*American Prohibition
1919*



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Modern Whiskey

- 1966 Formation of Irish Distillers as Jameson and Powers merge – joined by Bushmills in 1972
- Whiskey production leaves Dublin for Middleton
- Only two distilleries producing whiskey in Ireland by 1975

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*Whiskey Renaissance
1987-2010*



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The New Wave

- John Teeling opens Cooley Distillery - 1987
- First release as Tyrconnell - 1994
- Relaunched Kilbeggan as a working distillery - 2010

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*John Teeling
The Father of
the
Renaissance*



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*Present Day
2010-2020*

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Whiskey Booms

- Increased marketing by Pernod Ricard of Jameson helps build international demand
- Whiskey comes home to Dublin – Teeling Distillery opens in The Liberties, 2015. Diageo adds St James Gate Distillery to the Guinness brewery, 2019.
- By 2020 Ireland has over 30 distilleries
- Exports grow exponentially, USA largest consumer of Irish whiskey
- Fastest growing spirit category over the last ten years

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The Future

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Future Trends

- Cask/Barrel Finishing
- New mashbills
- Farm-to-bottle production
- Experimental labs
- Dozens of new distilleries set to open in the next few years

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The Styles of Whiskey

- Single Malt – 100% malted barley, one distillery, bottled at a minimum of 40% ABV
- Single Grain Whiskey – mix of approved cereals, one distillery, primarily used for blending.
- Single Pot Still – mix of malted and raw barley, single distillery, 100% pot still typically triple distilled
- Blended – a mix of any of the above types.

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How does it taste?

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