

Share the spirit of the Irish

This St Patrick's Day,
Celebrate Ireland,
the Home of Whiskey



 **Irish Whiskey Association**
Drinks Ireland

Irish Whiskey 360°

#DiscoverIrishWhiskey

ENJOY IRISH WHISKEY

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; and Irish whiskey continues to be the world's fastest-growing and most exciting spirit.

Even if you've never been to Ireland, you'll recognise Irish character a mile away. We're warm and sociable, easy-going and approachable. We're always up for a bit of fun, but we know when to take things seriously.

The very same is true of Irish whiskey.

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.

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.

This year, as we get ready to celebrate **St. Patrick's Day**, the **Irish Whiskey Association** encourages you to **Share the spirit of the Irish** and **Celebrate Ireland, the Home of Whiskey**.



ENJOY
IRISH WHISKEY
STRAIGHT OR
ON THE ROCKS



ENJOY
IRISH WHISKEY
IN A COCKTAIL
OR HI-BALL



ENJOY
IRISH WHISKEY
IN A WORLD-FAMOUS
IRISH COFFEE



ENJOY
IRISH WHISKEY
WITH FOOD



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.



THE GREEN IRISH

CELEBRATE ST. PATRICK'S DAY WITH OUR SIGNATURE HI-BALL COCKTAIL.

Ingredients:

- 35.5ml of Irish Whiskey
- 10ml Apple Brandy or Calvados
- 10ml Sugar Syrup
- Top with Soda & garnish with an apple slice

Directions:

This cocktail can be easily built in the glass it will be served in, over ice and given a short stir before they are served.

Try making other Irish Whiskey Hi-Balls

Famed for their refreshing flavours and their simplicity to make, the Irish Whiskey Hi-Ball should be a staple of any cocktail selection. Feel free to experiment with all styles of Irish Whiskey in your hi-ball of choice, picking flavour notes to develop and create a refreshing session-able drink.

Check out more Irish Whiskey Cocktail recipes

www.irishwhiskeyassociation.ie





ENJOY IRISH WHISKEY WITH FOOD

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 barbequed 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.

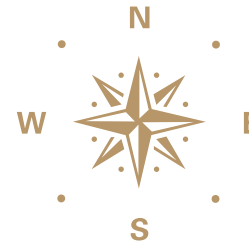
Chocolate and other desserts

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.



Irish Whiskey 360°

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



Irish Whiskey 360°

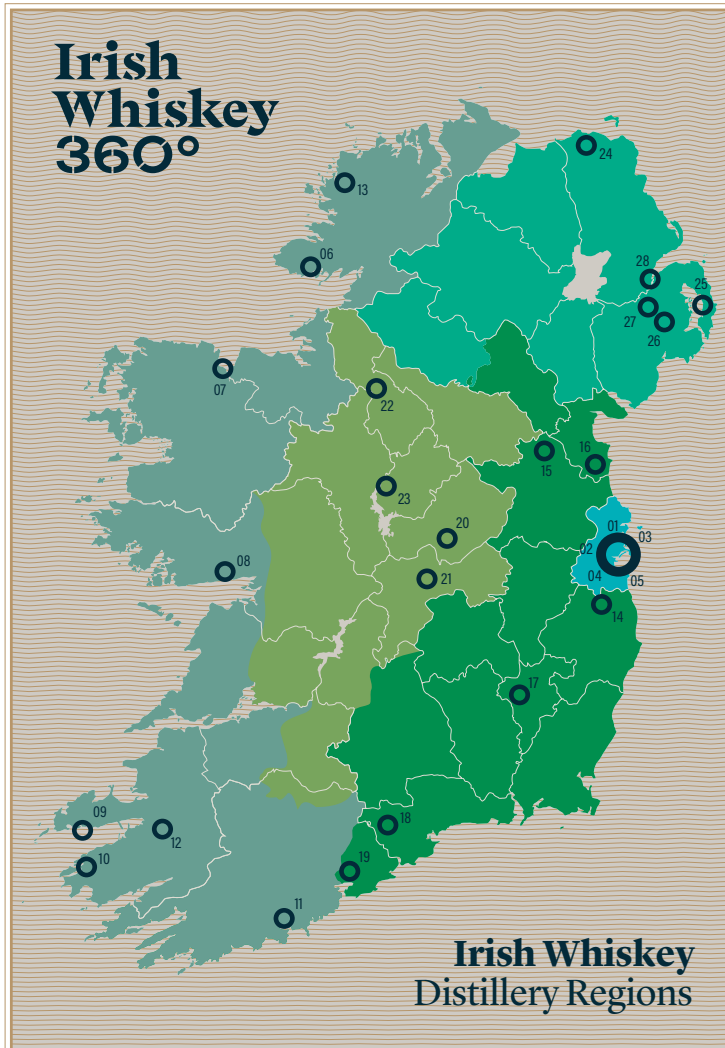
Distillery Passport

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



- Dublin Distilleries**

 - 01 Jameson Bow St. jamesonwhiskey.com
 - 02 Teeling teelingwhiskey.com
 - 03 Pearse Lyons pearselyonsdistillery.com
 - 04 Roe & Co. roeandcowhiskey.com
 - 05 Dublin Liberties thedd.com
- Wild Atlantic Way Distilleries**

 - 06 Sliabh Liag sliabhliagdistillers.com
 - 07 Connacht connachtwhiskey.com
 - 08 Micil micildistillery.com
 - 09 Dingle dingledistillery.ie
 - 10 Skellig Six18 skelligsix18distillery.ie
 - 11 Clonakilty clonakiltydistillery.ie
 - 12 Killarney Distilling killarneydistilling.com
 - 13 Crolla thecrollaydistillery.com

- Ancient East Distilleries**

 - 14 Powerscourt powerscourtdistillery.com
 - 15 Slane slaneirishwhiskey.com
 - 16 Boann boanndistillery.ie
 - 17 Royal Oak royaloakdistillery.com
 - 18 Blackwater blackwaterdistillery.ie
 - 19 Jameson Midelton jamesonwhiskey.com
- Hidden Heartland Distilleries**

 - 20 Kilbeggan kilbegganwhiskey.com
 - 21 Tullamore D.E.W. tullamoredeew.com
 - 22 The Shed thesheddistillery.com
 - 23 Lough Ree lrd.ie
- Northern Ireland Distilleries**

 - 24 Old Bushmills bushmills.com
 - 25 Echlinville echlinville.com
 - 26 Rademon Estate rademonestatedistillery.com
 - 27 The Hinch hinchdistillery.com
 - 28 Titanic titanicdistillers.com

Some distilleries may not be accepting visitors or may be operating limited services. Please check with the distillery before travelling or visiting.

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:



Irish Whiskey Association
Drinks Ireland

www.irishwhiskeyassociation.ie

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