



**Drinks
Ireland**
Ibec

IRISH
CREAM
LIQUEUR





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OUR AIM

- Grow awareness of authentic Irish Cream Liqueur
- Illustrate the global growth of the Irish Cream Liqueur category
- Show the sector's sustainability goals and credentials
- Promote our members
- Protect Irish Cream Liqueur from counterfeit products

Since its creation in 1974, Irish Cream Liqueur is one of Ireland's most successful spirit categories, loved by millions of people around the world.

Irish Cream Liqueur is unique to Ireland - a blend of fresh Irish dairy cream in a flavoured/ sweetened alcohol base containing Irish Whiskey and other permitted ingredients.

In 1989 Irish Cream Liqueur became a protected European and United Kingdom Geographic Indication (GI) which means that it must be produced on the island of Ireland (Ireland and Northern Ireland). The GI protects the integrity and quality of this unique category and the investment being made by our members in production and employment on the island of Ireland. GI's are also protected in the UK and in EU free trade agreements.

There are, however, non-Irish cream products on the market that aim to imitate authentic Irish Cream Liqueur. Drinks Ireland | Spirits works to promote and protect the Irish Cream Liqueur GI.

INTRODUCTION

INGREDIENTS



Irish Cream

Coffee

Sweetener

Chocolate



Irish Whiskey

Vanilla

Spirit

Unique

Irish Cream Liqueur is a unique blend of fresh Irish dairy cream in a flavoured/sweetened alcohol base containing Irish Whiskey and other permitted ingredients.

Authentic

Authentic Irish Cream Liqueur is a recognised EU geographic indication. Accordingly, it must be produced on the island of Ireland in accordance with the product specification. Following the United Kingdom's departure from the European Union Irish Cream was given similar protected status by the British Government.

Genuine

This protection means that products which are not genuine Irish Cream Liqueur cannot be accompanied by terms such as "like", "type", "made", "flavour" or any other similar terms. Any product bearing these or similar expressions is not a genuine Irish Cream Liqueur.

The 1994 World Trade Organisation Agreement (WTO) on Trade Related Aspects of Intellectual Property Rights (TRIPS) forbids the use of descriptions such as "Irish Type Cream" or "Irish Style Cream". If a product is on sale that describes itself as "Irish Type Cream" or "Irish Style Cream" then it is not a genuine Irish Cream Liqueur.

Origin

Irish Cream Liqueur must be wholly produced on the island of Ireland, however bottling of Irish Cream may take place outside of Ireland. This is subject to company controls and official verification, which will ensure the products' safety and integrity.

WHAT IS IRISH CREAM LIQUEUR?



www.fivefarmsirishcream.com

Five Farms single-batch Irish Cream Liqueur is the world's first farm-to-table Irish Cream Liqueur. Crafted from single batches of fresh cream produced solely from five family-owned farms in County Cork, that are combined with premium Irish Whiskey within 48 hours of collection, Five Farms is an authentic high-quality product, which promotes the excellence of locally sourced ingredients, earning it Origin Green verification.

The cream for Five Farms Irish Cream Liqueur is produced exclusively by five family-owned farms located close to our production facility in County Cork. This not only ensures the freshest possible product, Five Farms Irish Cream Liqueur also contains the highest cream content possible, to give it a smooth, sweet luxurious taste. Five Farms' focus on Irish Whiskey and the richness of the dairy cream sets it apart, allowing for an intensity of flavour and warmth that is truly one of a kind. The result is a superior Irish Cream Liqueur, authentically packed to evoke the rich tradition of dairy farming in the lush pastures of County Cork.

Producer: McCormick's Distilling International
Origin: Co. Cork
Ingredients: Single Batch Irish Cream Premium Irish Whiskey

Selected Awards:

2020 & 2021

Blas na hÉireann, The Irish Food Awards Gold - Certificate of Excellence

2021

World Liqueur Awards Best Bottle Design

San Francisco World Spirits Competition Gold Meda

2022

Irish Whiskey Association Irish Cream Winner

Molly's Irish Cream Liqueur is a fusion of fresh Irish dairy cream, smooth Irish Whiskey and natural chocolate flavours. One third of a bottle of Molly's is pure fresh cream which comes from a source located a mere mile from our plant. Together, the freshness of the cream married with the quality of the ingredients used and applying our unique blending expertise and state of the art technology, delivers a superb Irish Cream Liqueur with a silky mouthfeel and delicious lingering taste profile.

Situated in the small rural town of Bailieboro, County Cavan, Molly's parent company, Terra Spirits & Liqueurs, is the largest family-owned Irish Cream Liqueur producer in Ireland and one of the longest established in the world with roots going back to the very creation of the product category in the 1970s. We proudly won the 2020 Sustainability Energy Authority of Ireland award for Small & Medium Enterprises and are committed to producing Molly's in an environmentally and sustainable manner.

Today, Molly's is enjoyed by consumers in over 60 countries around the globe.

Producer: Terra Spirits & Liqueurs
Origin: Co. Cavan
Ingredients: Fresh Dairy Cream Irish Whiskey Natural Chocolate Flavouring



MOLLY'S
IRISH CREAM

Selected Awards:

Beverage Testing Institute of Chicago Gold Medal : 91 Points Voted 'Exceptional & Best Buy' in its category

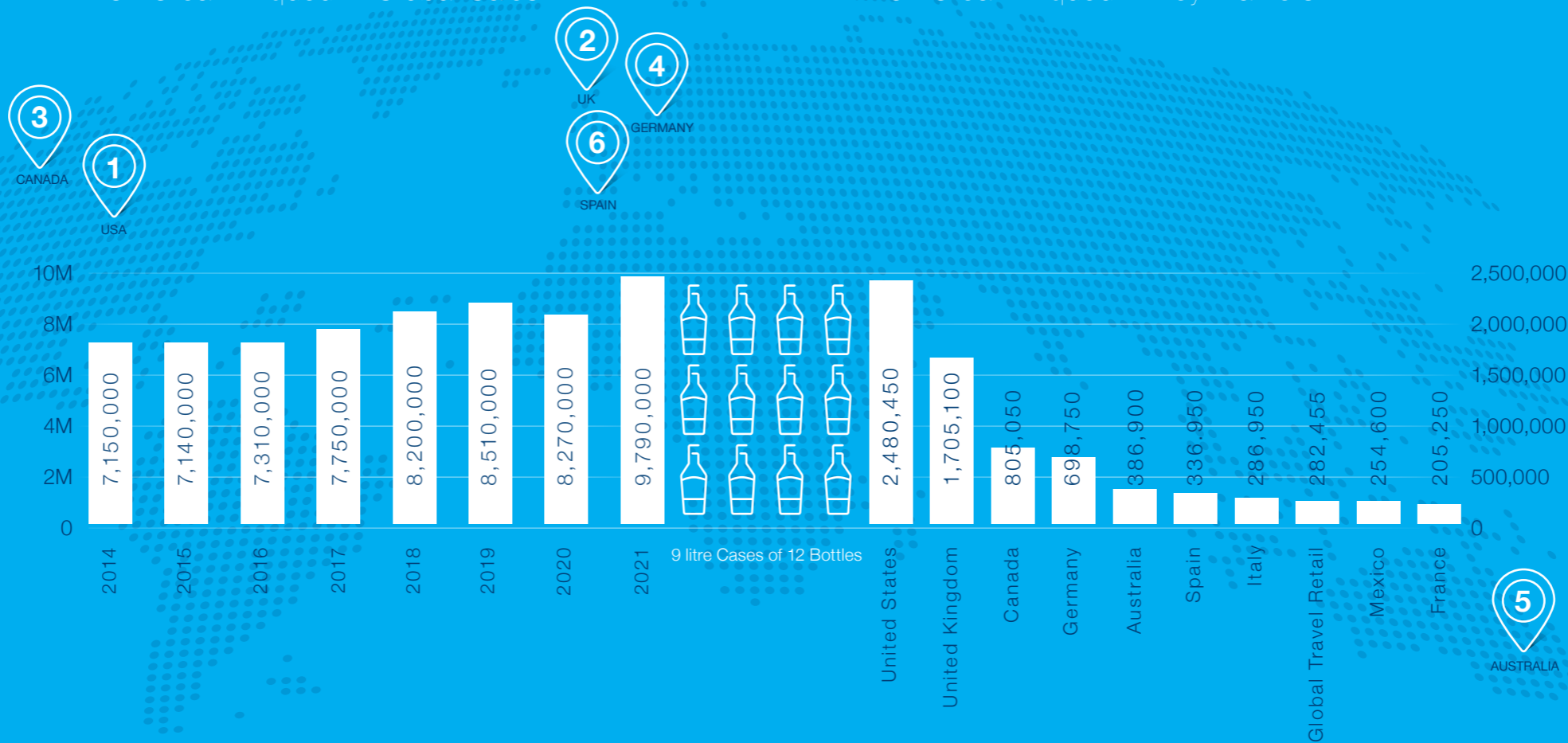
Best Tasting Spirits Double Gold : 94 Points

www.terra.ie/mollys-irish-cream-liqueur

Irish Cream Liqueur - Global Sales

Irish Cream Liqueur - Key Markets

Irish Cream Liqueur continued to grow sales in Ireland and globally. In 2021 sales outstripped the 2019 figures, standing just shy of breaking the 10 million cases (CAS) barrier. Given the current trajectory this is likely to happen in 2022.



MARKET GROWTH

CAROLANS
IRISH CREAM



www.carolansirishcream.com

First produced in 1978, Carolans Original Irish Cream Liqueur has a unique taste profile that has enabled it to become one of the largest Irish Cream Liqueur brands in the world. Carolans award-winning Original Irish Cream Liqueur is made with the finest Irish Whiskey, premium farm-fresh cream from Ireland, and naturally harvested Irish honey – adding a touch of sweetness to this superior Irish Cream Liqueur.

Carolans is a proud member of the All-Ireland Pollinator Plan 2021–25, an ambitious new five-year roadmap that aims to reverse wild bee and other pollinating insect decline in order to ensure the sustainability of our food, avoid additional economic impacts on agriculture, and protect the health of the environment. Carolans is also a member of Origin Green - Ireland's pioneering food and drink sustainability programme, which enables the industry to set and achieve measurable sustainability targets that respect the environment and serve local communities more effectively.

Producer: TJ Carolan & Son Ltd
Origin: Co. Laois
Ingredients: Farm-fresh Cream
Finest Irish Whiskey
Naturally Harvested Honey

Selected Awards:

2021

San Francisco World Spirits Competition
Double Gold

2022

Sip Awards
Consumers' Choice Awards

San Francisco World Spirits Competition
Gold

The Irishman Superior Irish Cream Liqueur is handcrafted using the purest ingredients – 100% fine Irish Whiskey, 100% Irish dairy cream and natural vanilla flavour with a hint of toffee. This unique tasting, high quality Irish Cream Liqueur brings together an age-old tradition of fine quality Irish dairy production with even finer Irish Whiskey, resulting in a truly authentic Irish Cream Liqueur.

Produced by County Carlow's Walsh Whiskey in the heart of Ireland's Ancient East region using its sister brand – The Irishman Irish Whiskey, this product reflects the ambition of founders Bernard and Rosemary Walsh to craft authentic, world-class spirits in Ireland.

As a verified member of Origin Green the company is committed to improving its own sustainability credentials and working closely with its suppliers to actively support a greener future for the next generation.

Producer: Walsh Whiskey
Origin: Co. Carlow
Ingredients: Irish Dairy Cream
The Irishman Irish Whiskey
Natural Vanilla Flavour
Toffee Flavour



www.walshwhiskey.com

THE IRISHMAN
Superior
IRISH CREAM

Selected Awards:

New York International Spirits Competition
Gold Medal

New York International Spirits Competition
Irish Liqueur of the Year

Sustainability is increasingly at the heart of the production of Irish spirits and Irish Cream Liqueur.

From the use of locally sourced natural ingredients to the sourcing and reuse of sustainable packaging, the protection of habitats and nurturing of biodiversity to supporting the sustainable growth of our communities and work force. Irish Cream Liqueur producers and brand

owners have a shared commitment to reducing our direct environmental impact and promoting positive economic and social sustainability, both locally and globally.








-  Reducing energy impact and carbon emissions
-  Promoting efficient water use and reducing impact on Ireland's water resources
-  Supporting a sustainable circular economy for packaging
-  Embedding environmental standards in transport practices
-  Working with suppliers, retailers, and consumers to support sustainable consumption patterns

The producers of the two key ingredients used in Irish Cream Liqueur, Irish Whiskey and Irish dairy cream have made significant sustainability commitments.

The Irish Whiskey industry is leading the way in making Ireland the home of the world's most sustainable distilleries. In its sustainability roadmap 2022 the sector has, amongst other initiatives, committed to:

-  Promoting innovation in energy efficiency and the sharing of best practice
-  Supporting Irish farmers by purchasing tens of thousands of tonnes of Irish barley and malt annually
-  Promoting the circular economy by reusing by-products as high-quality animal feed
-  Supporting tree planting and the All-Ireland Pollinator Plan

The Irish dairy sector has committed, as part of the Irish Government's Food Vision Dairy Group to 17 recommended actions that will contribute to stabilise and then reduce emissions from the agricultural sector, including:

-  Exploring the possibility of measuring and monitoring carbon production at individual farm level
-  Developing energy diversification opportunities
-  Reducing chemical nitrogen use in the dairy sector by 30% by 2030
-  Developing methane-mitigating feed technologies
-  Increasing investment in climate change research and in knowledge transfer

SUSTAINABILITY



www.baileys.com

Baileys Original Irish Cream Liqueur is the world's first and most well-known Irish Cream Liqueur. First brought to market in 1974, the aim of Baileys' creators was to take two simple national treasures - delicious Irish dairy cream and world-renowned Irish Whiskey - and combine them. Add to this a blend of rich chocolate and a hint of vanilla (with some other flavours and ingredients) and we get the finely crafted taste of Baileys, we now know and love.

Every year, roughly 200 million litres of fresh Irish milk are required to produce the cream used in Baileys. This milk is mostly supplied from small, family-owned farms, where the cows roam freely on luscious green fields. We work hard with our farming partners towards the future sustainability of their farms and our environment: ensuring that the grass stays at its healthiest most perfect shade of green, maintaining best irrigation practices and minimising waste where possible, so that our milk will continue to taste its best, and future herds have the same perfectly luscious fields to graze upon for countless years to come.

Producer: Diageo
Origin: Co. Dublin / Co. Antrim
Ingredients: Irish Dairy Cream
Irish Whiskey
Chocolate Flavours
Vanilla Flavours

Selected Awards:

2020
San Francisco World Spirits Competition
Baileys Red Velvet - Double Gold

2021
San Francisco World Spirits Competition
Baileys Deliciously Light - Double Gold
Baileys Churros & Baileys Colada - Gold
Baileys Apple Pie - Silver

2022 - October
B Corp Certified

Merrys Irish Cream Liqueur is handcrafted in Clonmel County Tipperary, using the freshest Irish dairy cream from the Golden Vale region, expertly blended with our finest Irish Whiskey. The result is a multi-award winning liqueur of truly exceptional balance and taste.

We insist on using only the finest natural ingredients in Merrys Irish Cream Liqueur to create a rich, chocolate and vanilla creaminess with toffee undertones. Fresh Irish dairy cream from grass-fed cows that graze in the lush Golden Vale valley region is delivered from the creamery within 12 hours of leaving the farm gate, then handcrafted in small batches using the finest Irish Whiskey and spirits.

Merrys Irish Cream Liqueur are proud members of Origin Green and have made concrete commitments in accordance with the Origin Green sustainability charter to become a more sustainable producer. About 4.5 million litres of Irish Cream Liqueur are produced annually at our production facility in Clonmel, County Tipperary. Each year we source approximately 1.35 million litres of fresh dairy cream from local farmers to make our luxurious liqueurs.

Producer: Robert A.Merry & Co. Ltd
Origin: Co. Tipperary
Ingredients: Golden Vale Irish Cream
Irish Whiskey

www.merrys.ie



Selected Awards:

2019
World Liqueur Awards
Best Irish Cream

World Liqueur Awards
World's Best Cream

2020
World Liqueur Awards
Best Irish Cream

Robert A.Merry & Co. Ltd.
also produce
The Whistler Small Batch
Irish Cream Liqueur
www.thewhistlerwhiskey.com





Irish Cream Liqueur Espresso Martini

Ingredients:

- 25ml Authentic Irish Cream Liqueur
- 50ml Espresso Coffee
- 25ml Quality Vodka
- 25ml Quality Coffee Liqueur
- 3 x Coffee Beans

What you'll need:

- Cocktail shaker • Hawthorne strainer
 - Fine mesh strainer • Martini glass • Ice
- #### Instructions:
- Fill a cocktail shaker with ice
 - Add all ingredients and shake to chill
 - Fine strain into a martini glass
 - Garnish with coffee beans



Irish Cream Liqueur Iced Coffee

Ingredients:

- 25ml Authentic Irish Cream Liqueur
- 50ml Espresso Coffee
- 25ml Quality Vodka
- 25ml Quality Coffee Liqueur
- 25ml Quality Chocolate Liqueur
- Nutmeg

What you'll need:

- Cocktail shaker • Rocks glass • Ice
- #### Instructions:
- Fill a cocktail shaker with ice
 - Add all ingredients except the Irish Cream Liqueur and shake to chill
 - Pour contents into rocks glass
 - Top with Irish Cream Liqueur
 - Garnish with grated nutmeg



Irish Cream Liqueur Irresistible Irish Coffee

Ingredients:

- 25ml Authentic Irish Cream Liqueur
- 50ml Quality Irish Blended Whiskey
- 100ml Quality Double Cream
- 25ml of Demerara Sugar Syrup (1 to 1)
- Quality Irish Chocolate

What you'll need:

- Irish Coffee Glass • Spoon • Whisk
- #### Instructions:
- Preheat glass with hot water
 - Discard the hot water and combine the Whiskey, Coffee and Sugar Syrup in the glass with a stir
 - Lightly whip the Irish Cream Liqueur and Double Cream
 - Top the Coffee with a generous layer
 - Garnish with shaved chocolate



www.quintessentialbrands.com/brands/feeneys

First created by Tom Feeney over 25 years ago, today this multi-award winning Irish Cream Liqueur is made at our home in Abbeyleix, with the same quality and craftsmanship that Tom originally inspired. Only the finest ingredients, superb Irish Whiskey and rich Irish dairy cream are blended with a bittersweet cocoa flavour with distinct caramel notes to create the wonderfully luxurious taste of Feeney's Irish Cream.

The team at Feeney's Irish Cream Liqueur are committed to quality, using the best, locally sourced ingredients. The cream used comes from cows grazing on the rich pastures around County Laois, delivering the freshness and rich buttery taste associated with Feeney's Irish Cream Liqueur. Feeney's contains a select blend of Irish Whiskey giving it a rich smooth taste, with a warm Whiskey finish. We are committed to meeting our sustainability targets, reducing our environmental impact through reductions in energy, water and waste, supporting local community and employment whilst promoting the health and well-being of our employees.

Producer: First Ireland Spirits
Origin: Co. Laois
Ingredients: Irish Cream
 Irish Whiskey
 Vanilla Essence
 Coffee Flavouring

Saint Brendan's Superior Irish Cream Liqueur is expertly crafted using two premium ingredients, natural Irish double cream from the dairy farms on the nearby County Antrim coast and award-winning, triple-distilled The Quiet Man ® Irish Whiskey, matured in first fill bourbon barrels. This unique blend of all-natural Irish ingredients results in a versatile, elegantly smooth, gentle and creamy spirit, with notes of vanilla, marshmallow, chocolate, and a touch of spice.

Saint Brendan's is committed to supporting local communities and producers in a sustainable way. The natural dairy cream used comes from happy cows, fed on the rich green grass of the North coast of Ireland. It has a rich butterfat content giving Saint Brendan's a taste of pure decadence. The Irish Whiskey is produced a short distance away from the Giant's Causeway in the world's oldest licensed Whiskey distillery and combined with other ingredients at our production facility in County Derry. The combination of both gives to Saint Brendan's Irish Cream Liqueur its smooth richness and authentic taste.

Producer: Niche Drinks Co.
Origin: Co. Derry
Ingredients: Irish Double Cream
 Blended Irish Whiskey
 Sweeteners
 Caramel Flavouring
 Cocoa Flavouring



www.stbrendans.com

Saint Brendan's IRISH CREAM

Selected Awards:

2022
 San Francisco World
 Spirits Competition
 Double Gold Medal

Sip Award
 Innovation Award
 Silver

Niche Drinks
 also produce
 Brady's Irish Cream Liqueur
www.bradysirishcream.com



Drinks Ireland | Spirits is committed to assisting its members with the protection and promotion of the Irish Cream Liqueur category and the Irish Cream Liqueur GI. Protecting the reputation and high-quality standards of genuine Irish Cream Liqueur is crucially important, and vigilance is needed to identify products which may infringe upon or damage the integrity of the category.

Deceptive marketing and misleading labelling is commonly used by counterfeiters and non-Irish producers to mislead the consumer into thinking that their product is genuine Irish Cream Liqueur, or of Irish origin.

The distinctive shape and colour of Irish Cream Liqueur bottles may also be used by non-Irish cream Liqueur producers as a means of misleading consumers into thinking their product is genuine along with the colours green or gold and other misleading elements such as:



Shamrocks



St. Patrick



Irish Names



Irish Round Towers



The Irish Harp



Maps of Ireland



Irish Castles



The Irish Flag



Celtic Knots



Celtic Crosses

DECEPTIVE MARKETING PRACTICES



DISCOVER

Drinks Ireland | Spirits cannot visit every market worldwide and accordingly relies on information from members and consumers to alert it to instances of misuse.

Please do not assume that Drinks Ireland | Spirits is already aware of certain products which may infringe upon or damage the integrity of the category, and mislead consumers.



DOCUMENT

Should you discover examples of misuse or misleading marketing please draw it to the attention of Drinks Ireland | Spirits.

We may ask for photographs of the display, along with the date the photographs were taken, the name and address of the outlet, and the name of the person who took the photographs.



DELIVER

If you have any other concerns or suspicions about the marketing of products styling themselves as Irish Cream or Irish Cream Liqueur please contact us.

If you are aware of any misleading promotional material, please pass the original to Drinks Ireland | Spirits or Department of Agriculture, Food and Marine or Department for Environment, Food and Rural Affairs with details of where and when it was obtained.

If you wish to report a suspected deceptive marketing practice concerning Irish Cream Liqueur / Irish Cream

CONTACT

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T: +353 (01) 605 1500

or Department of Agriculture Food and Marine
Agriculture House, Kildare Street
Dublin 2, D02 WK12, Ireland
T: +353 (01) 607 2000

or Department for Environment, Food and Rural Affairs
Kings Pool, Unit 4 Foss House, 1-2 Peasholme Grn
York YO1 7PX, United Kingdom
T: +44 1904 641000

BRANDS

This A-Z of Irish Cream Liqueurs identifies those brands produced on the island of Ireland, using Irish Whiskey and Irish dairy cream, in accordance with the Irish Cream Technical file. If there is a brand on sale that claims to be an Irish Cream Liqueur but is not on this list, then the likelihood is it is not a genuine Irish Cream Liqueur.

A **Aldi** Luxury Edition
Aldi Specially Selected

B **Baileys**
Baileys Apple Pie
Baileys Australian River - Mint and Chocolate
Baileys Birthday Cake
Baileys Caramel Flavour
Baileys Chocolat Luxe
Baileys Chocolate Cherry
Baileys Churros
Baileys Coffee Flavour
Baileys Colada
Baileys Dulce de Leche
Baileys Espresso Crème
Baileys Eton Mess
Baileys Hazelnut
Baileys Orange Truffle
Baileys Pavlova
Baileys Pumpkin Spice
Baileys Red Velvet (Cupcake)
Baileys Sakura
Baileys Salted Caramel
Baileys S'mores
Baileys Strawberries and Cream
Baileys Tiramisu
Baileys Tres Leche
Baileys Vanilla Cinnamon

Baroney's
Black Irish

Bradley's
Brogan's

C **Carolans** Cold Brew
Carolans Original
Carolans Salted Caramel
Cashel
Charis
Coole Swan
Cornish

D **Delaitre**
Derry's
Duggan's

F **Feeney's**
Fennellys
Five Farms
Flannery's

G **Glencara**
Golden Vale

I **Irish Manor**

K **Kavanagh**
Kern
Kirkland Signature

L **Lidl** Deluxe
Lidl Deluxe Irish Chocolate
Lidl Deluxe Salted Caramel

M **Maloney's**
Marks & Spencer Traditional
McCleary
McCormick

Merrys Original
Merrys Pumpkin Spice
Merrys Salted Caramel
Merrys Strawberry
Merrys Toffee Buttermint
Merrys White Chocolate

Michael's
Michaels
Micil
Molly's
Moore's
Mullin's
Murphy & Monico

O **O'Casey's**
O'Donnell's
O'Hagan's
O'Keefe's
O'Malley's
Old Tom Horan

Q **Quinn's**

R **Royal Swan**

S **Sainsbury's** Taste the Difference
Sainsbury's Taste the Difference
Spiced Ginger Biscuit

Saint Brendan's
Saint Patrick's
Sean's
Shannon
Shannon's

Shannon's Salted Caramel

T **Tesco** Finest Gingerbread Latte
Tesco Finest Lebkuchen
Tesco Finest Salted Caramel
Tesco Original

The Irishman
The Whistler Pot Still

U **Union Rosie's**
Union Rosie's Strawberry



Drinks Ireland | Spirits exist to promote the interests of the Irish spirits industry in Ireland and internationally. We provide a strong and effective voice at the national, EU and global levels on issues such as taxation, labelling, trade and the ongoing international protection of a number of Ireland's Geographic Indicators (GIs) for spirits.

Our objective is to ensure that optimal international trading conditions exist for the Irish spirits industry. Membership is open to all branded spirits manufacturers and suppliers. The association offers information, representation and advice to its members, and provides a forum for members to network, share best practice and collaborate on issues that impact the industry. Drinks Ireland | Spirits is a part of Drinks Ireland.

Drinks Ireland is the Ibec sector association that represents the interests of alcohol drinks manufacturers, brand owners and suppliers on the island of Ireland. Drinks Ireland is globally unique as it represents all categories of alcohol products in one umbrella organisation through its various trade associations.

- Drinks Ireland | Beer
- Drinks Ireland | Cider
- Drinks Ireland | Spirits
- Drinks Ireland | Wine
- Irish Whiskey Association

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www.drinksireland.ie

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Irish Cream Technical File
Ireland
[LINK](#)



Irish Cream Technical File
UK
[LINK](#)



Food Vision Dairy Group Report 2022
[LINK](#)



Irish Whiskey Sustainability Roadmap 2022
[LINK](#)

REFERENCE

DESIGN: Hoop-la
E: info@hoop-la.ie

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**Drinks
Ireland**
ibec

IRISH
CREAM
LIQUEUR