



# THE CONNACHT

## WHISKEY COMPANY LTD



THE CONNACHT WHISKEY COMPANY LIMITED  
 MAKERS OF CRAFT IRISH SPIRITS  
 BELLEEK BALLINA, CO. MAYO, IRELAND



A PRODUCT OF IRELAND

AT CONNACHT WHISKEY COMPANY, WE TAKE INSPIRATION FROM THE QUALITY AND CRAFTSMANSHIP OF THE PAST TO DEVELOP NEW, INNOVATIVE IRISH SPIRITS.



# A Story of Family and Friendship

The Connacht Distillery's story is one of Atlantic crossings and re-crossings, and the shared dream of five men who combine the best of what it means to be both Irish and American. It's the story of a small team with the big idea of bringing modern techniques to an old tradition of craft distilling and creating outstanding spirits for discerning drinkers. Our team is committed to using the greatness of the Irish pot still distilling method to create unique whiskeys, gin and poitín that are full of flavour and character.

# STRAW BOYS



## IRISH VODKA & POITÍN



### Straw Boys Vodka

Straw Boys Irish Vodka was created using select grain from traditional farming methods. Our vodka has a rich mouthfeel that is luscious, silky, and semi-sweet. It is batch-distilled in copper pot stills and hand bottled at our distillery.

The Straw Boys represent an age-old custom in Ireland. They're a fun bunch of men appearing suddenly at a wedding, usually uninvited, to dance with the bride and groom, then departing as swiftly as they arrived. Their name comes from the straw hats used to hide their identities. Their appearance brings good fortune.

### Straw Boys Poitín

Straw Boys salutes the great moonshining heritage of western Ireland. Using an old Irish recipe featuring malted barley for the mash, we distill our poitín (pronounced "put' cheen") in copper pot stills at our Irish distillery, where it is also hand bottled.



### Our Flagship Whiskey

For this special whiskey we use a fusion of local grains and custom yeast designed by our internationally recognized, multi-award winning master distiller to create a unique Irish whiskey in the traditional, time-honoured style. Our copper pot stills are hand crafted to a bespoke design that maximizes flavour. Our 100% pure pot still whiskey will delight the discerning connoisseur.

### Spade&Bushel Irish Whiskey

This single malt Irish whiskey has aged for at least 10 years in aged oak barrels. We present this product at full cask strength of 115 proof (57.5% ABV), because our master distiller concluded that the full depth of flavour would be lost if the whiskey was diluted to a lower proof. The high proof and strong flavour profile make this first Spade&Bushel offering memorable.



### Connacullin Irish Gin

Irish gin, as distinguished from British gin, tends to include more botanicals in addition to gin's classic juniper flavours. Our master distiller, Robert Cassell, who has won numerous international gold medals for his gin, has enjoyed working with several botanicals iconic to Ireland, such as elderberry flower and hawthorn berry. Our Connacullin Irish Gin is big and bold. It is hand

bottled at our distillery at 94 proof (47% ABV). Connacullin is the merging of the names of two County Mayo lakes, Lough Conn and Lough Cullin, which are the sources of the water used at our distillery. The lakes, which are actually connected to each other, are also linked to the Atlantic by the River Moy. "I'll have a Connacullin and tonic," has a great ring, as does, "I'll have a Connacullin-tini."

### An Innovative Blend

Inspired by the adventurous spirit of our first Irish-American ancestors, we've created this unique blend of traditional smooth Irish whiskey and the rich, big flavour of American whiskey. Brotherhood celebrates the intertwined history of the two countries and the call to family and friends that is felt across the Atlantic.



The yearning for the gentle curtain of fog lying silently over the rolling green Irish hills is as much a part of our heritage as the rugged terrain of the American West or the swiftly moving Mississippi River. We drink a toast to all who have followed the call of their hearts and connected with kindred spirits.



# SLAINTE

BRAND: Connacht Distillery Brochure  
PROGRAM: Launch program  
ITEM: Sell-In Brochure  
DIMENSIONS: 17" x 8" flat (8.5" x 8" folded)  
FILE BUILT: 100%  
COLORS: 4/4 digital printing



Score and fold



THE CONNACHT WHISKEY COMPANY LIMITED  
MAKERS OF CRAFT IRISH SPIRITS  
BELLEEK BALLINA, CO. MAYO, IRELAND

# THE CONNACHT WHISKEY COMPANY LTD



A PRODUCT OF IRELAND

AT CONNACHT WHISKEY COMPANY, WE TAKE INSPIRATION FROM THE QUALITY AND CRAFTSMANSHIP OF THE PAST TO DEVELOP NEW, INNOVATIVE IRISH SPIRITS.



## A Story of Family and Friendship

The Connacht Distillery's story is one of Atlantic crossings and re-crossings, and the shared dream of five men who combine the best of what it means to be both Irish and American. It's the story of a small team with the big idea of bringing modern techniques to an old tradition of craft distilling and creating outstanding spirits for discerning drinkers. Our team is committed to using the greatness of the Irish pot still distilling method to create unique whiskeys, gin and poitin that are full of flavour and character.

## STRAW BOYS

### IRISH VODKA & POITÍN



#### Straw Boys Vodka

Straw Boys Irish Vodka was created using select grain from traditional farming methods. Our vodka has a rich mouthfeel that is luscious, silky, and semi-sweet. It is batch-distilled in copper pot stills and hand bottled at our distillery.

The Straw Boys represent an age-old custom in Ireland. They're a fun bunch of men appearing suddenly at a wedding, usually uninvited, to dance with the bride and groom, then departing as swiftly as they arrived. Their name comes from the straw hats used to hide their identities. Their appearance brings good fortune.

#### Straw Boys Poitín

Straw Boys salutes the great moonshining heritage of western Ireland. Using an old Irish recipe featuring malted barley for the mash, we distill our poitin (pronounced "put" cheen") in copper pot stills at our Irish distillery, where it is also hand bottled.



#### Our Flagship Whiskey

For this special whiskey we use a fusion of local grains and custom yeast designed by our internationally recognized, multi-award winning master distiller to create a unique Irish whiskey in the traditional, time-honoured style. Our copper pot stills are hand crafted to a bespoke design that maximizes flavour. Our 100% pure pot still whiskey will delight the discerning connoisseur.



#### Spade & Bushel Irish Whiskey

This single malt Irish whiskey has aged for at least 10 years in aged oak barrels. We present this product at full cask strength of 115 proof (57.5% ABV), because our master distiller concluded that the full depth of flavour would be lost if the whiskey was diluted to a lower proof. The high proof and strong flavour profile make this first Spade & Bushel offering memorable.



#### Connacullin Irish Gin



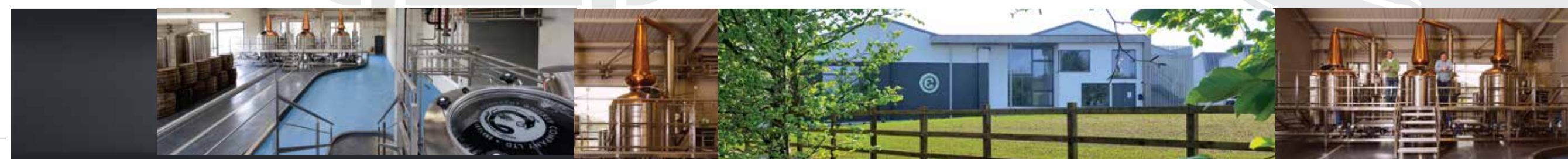
Irish gin, as distinguished from British gin, tends to include more botanicals in addition to gin's classic juniper flavours. Our master distiller, Robert Cassell, who has won numerous international gold medals for his gin, has enjoyed working with several botanicals iconic to Ireland, such as elderberry flower and hawthorn berry. Our Connacullin Irish Gin is big and bold. It is hand bottled at our distillery at 94 proof (47% ABV). Connacullin is the merging of the names of two County Mayo lakes, Lough Conn and Lough Cullin, which are the sources of the water used at our distillery. The lakes, which are actually connected to each other, are also linked to the Atlantic by the River Moy. "I'll have a Connacullin and tonic," has a great ring, as does, "I'll have a Connacullin-tini."

#### An Innovative Blend

Inspired by the adventurous spirit of our first Irish-American ancestors, we've created this unique blend of traditional smooth Irish whiskey and the rich, big flavour of American whiskey. Brotherhood celebrates the intertwined history of the two countries and the call to family and friends that is felt across the Atlantic.



The yearning for the gentle curtain of fog lying silently over the rolling green Irish hills is as much a part of our heritage as the rugged terrain of the American West or the swiftly moving Mississippi River. We drink a toast to all who have followed the call of their hearts and connected with kindred spirits.



SLAINTE