

STRAW BOYS®



IRISH VODKA & POITÍN



The name "Straw Boys" celebrates the traditions of family, friends, and neighbors inherent in the history of Ireland's spirit distilling. Crashing parties, particularly weddings, is a long-standing tradition, and in the west of Ireland wedding crashers were known as "straw boys." Straw boys would obscure their faces with large conical hats made of straw, pop into the reception, dance with the bride and groom, have a quick drink, and then be on their way. The appearance of straw boys at a wedding was a sign of good luck for the couple. It is with this same rambunctious joy we present Straw Boys Irish Vodka and Poitín.



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POITÍN IRISH MOONSHINE

Poitín, pronounced "put'cheen," is unaged white whiskey that has been made in Irish villages for decades. It is essentially what Americans call "moonshine." Historically, rural distillers operating in western Ireland's isolated townlands relied on a keen eye for the exciseman and their neighbors' generosity to help pay the hefty fine if they were caught distilling their own poitín. One of our founders had a great-great uncle, John Mullarkey, who spent a few months in the local jail, Silgo Gaol, for the crime of illicit distillation. Whereas John Mullarkey used a small, portable still hidden in Ireland's Ox Mountains, we use Connacht Distillery's beautiful copper stills and a traditional malted barley base for the mash. Although poitín is oftentimes very high proof – as much as 120 – ours has a more restrained proof point of 90 (45% ABV).

Suggested Retail Price: \$34.99



6 Bottle Case



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12 Bottle Case



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IRISH VODKA

Because Americans often equate potatoes with Ireland, using them to make Irish vodka makes sense, at least at first blush. However, Connacht Distillery is located in western Ireland where potato farming is not particularly prevalent, so we opted to use wheat as the base of our vodka. It is batch distilled in copper pot stills and hand bottled at our distillery at 80 proof (40% ABV). Straw Boys Irish Vodka has a rich mouthfeel that is luscious, silky, and semi-sweet. Like the traditional wedding crashing straw boys of western Ireland, our vodka is fun and spirited.

Suggested Retail Price : \$19.99



**IN-STORE POS
SHELF TALKER**
3.625" w x 2.625" h with clip



PLEASE DRINK RESPONSIBLY STRAW BOYS® 2017
PRODUCT OF IRELAND