

THE WATERFORD WHISKY DIFFERENCE

35 farms annually, individually stored, malted, fermented, distilled & matured.

World's biggest producer of organic & biodynamic whisky.	Pioneering validation via TÉIREOIR CODE.
Vineyard Inspiration <i>terroir</i> , organics, biodynamics, extended fermentation, premium wood.	Irish barley, double distilled. Ground-breaking distillery.
Unique library of maturing single malt whisky: 100+ Single Farm Origins.	
Bespoke malting.	Philosophy: making not the cheapest but the most naturally flavoursome litre of alcohol possible.
Remarkable Provenance: <i>terroir</i> , totally traceable & transparent.	
Envie de Boire - fully integrated harmony from the ground up.	



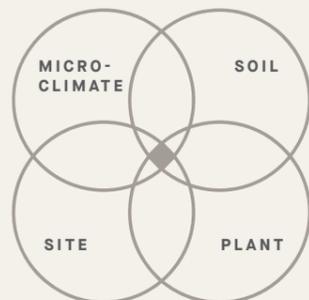
TERROIR MATTERS AND HAS BEEN CONCLUSIVELY PROVEN

After years of heckling from doubters, the debate has changed for good. "The Impact of *Terroir* on the Flavour of Single Malt Whisk(e)y New Make Spirit" Published in *Foods* (an elite peer-review journal).

THE BARLEY CATHEDRAL -THE LOGISTICAL KEY-

TERROIR - OUR DIRTY LITTLE SECRET

Terroir is the 3D interaction on a plant of soil, microclimate and site. It influences how the barley grows and thus the flavours contained within the grain. Captured farm by farm, *terroir* requires an extensive logistical infrastructure (the Cathedral of Barley) to verify and prove its existence. Each *terroir* is a unique starting point for our whisky. By separately storing, distilling and maturing barley from 100+ different farms we can create an unparalleled range of flavours for our Head Distiller, Ned, to draw on.



THESE ARE WHISKIES
FOR THE CURIOUS;
FOR FLAVOUR SEEKERS

WATERFORD

IRISH SINGLE MALT WHISKY

EXCLUSIVELY
IRISH-GROWN
BARLEY



SINGLE MALT WHISKY ONLY

Malt whisky is the world's most flavoursome spirit. By law malt whisky is made from just 3 ingredients: water, yeast & barley. Barley is the primary natural ingredient, source of 2,000 flavour compounds. Barley is the taste of whisky, that is why barley is Waterford Whisky's focus.

WHISKY
NOT
WHISKEY

THREE PILLARS OF NATURAL FLAVOUR

SINGLE FARM ORIGIN



BUILDING BLOCKS

Terroir-derived flavours from individual Irish farms each a Waterford single malt whisky in its own right. Our building blocks of natural flavour to be assembled, to compare & contrast.

CUVÉE



ULTIMATE COMPLEXITY

Complexity through layering flavour of component Single Farm Origins. The whole, greater than simply the sum of its parts.

ARCADIAN FARM ORIGIN



REAL RARITY

Expresses the intensity of natural flavour from alternative philosophies & long-forgotten barley varieties. The old ways. Real rarity.

FOUNDED BY MARK REYNIER
BRUICHLADDICH • BOTANIST GIN • RENEGADE RUM

CONVERTED BREWERY
(GUINNESS 2004-2014)

LOCATED ON RIVER SUIR
ESTUARY, WATERFORD

PRIVATELY OWNED,
NON-ALIGNED, STANDALONE

FIRST SPIRIT:
JAN 2016

"THAT TERROIR DOESN'T
APPLY TO WHISKY IS BEING
EXPOSED AS APOCRYPHAL,
AND A NEW GOSPEL IS
BEING WRITTEN"

WHISKY MAGAZINE

WATERFORD WHISKY
IS ON A QUEST TO
UNEARTH WHISKY'S
MOST NATURAL
FLAVOURS

THE FACILITATOR

A TECHNOLOGICAL MARVEL,
FORMERLY A STATE-OF-THE-ART BREWERY.

EVERY ASPECT OF IS PRODUCTION GEARED
TOWARDS SENSITIVE **TERROIR EXTRACTION** BY
A UNIQUE **TECHNOLOGICAL TRINITY**.

1

HYDROMILL:
Anaerobic milling
underwater means
unoxidised grist for
purer flavours.

2

INCREMENTAL MASH CONVERTER:
Through optimum enzyme
activity it delivers precision
of flavour for every Single
Farm Origin.

3

MASH FILTER:

Instead of a mash tun we
have a filter system; a
series of 54 in-line
pneumatic presses that
give total *terroir*
extraction via the
clearest wort.

Trickle distillation
for unctuously rich
body less than 400
litres per hour.

Week-long temperature
controlled fermentations,
flavour-enhancing
malolactic fermentation.

Miserly middle cut, a
floating 10' ABV, for more
refined spirit. We choose
to forgo a potential 60k
additional litres annually.

THEY ARE
GASTRONOMIC
WHISKIES FOR
GASTRONOMES

MATURATION

Each Single Farm Origin goes into
the same portfolio of Good Wood –
circa 200 casks – of both French &
American oaks, virgin & first fill, &
VDN (Vin Doux Naturel).

Whisky au naturel: no 'finishing',
chill-filtration, colouring or
additives of any kind.

REMARKABLE PROVENANCE

The back label TÉIREOIR CODE
validates what we say. It proves
the origin of our whisky. It verifies
terroir by being totally traceable
and transparent.

The TÉIREOIR CODE, when entered
on waterfordwhisky.com, leads to
10 pages of unparalleled data
validating provenance.

TÉIREOIR CODE

