

# WATERFORD




IRISH SINGLE MALT WHISKY



“Why do single farms? Whilst we can enjoy the individuality, and compare and contrast each one, the ultimate aim is to layer them together, to create the most complex single malt whisky there's ever been; the most profound single malt ever, anywhere in the world.”

MARK REYNIER

A pair of hands, likely belonging to a farmer or craftsman, are shown from a top-down perspective, cupped together and holding a generous amount of golden-brown barley grains and several stalks. The lighting is warm and directional, highlighting the texture of the skin and the individual grains. The background is dark and out of focus, making the hands and the grain the central focus of the image.

BARLEY-FORWARD

TERROIR-DRIVEN

NATURAL WHISKY



A wide-angle photograph of a lush, golden-yellow barley field. The field is divided into neat rows by dark furrows. In the middle ground, two people are walking away from the camera along a path. The background is filled with a dense forest of tall, dark green trees. The sky is overcast with heavy, grey clouds. The overall mood is serene and natural.

THE WORLD'S FINEST BARLEY

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

Unashamedly influenced by the world's greatest winemakers, we obsessively bring the same intellectual drive, methodology and rigour to **barley** – the very source of malt whisky's complex flavour.

Extolling a hundred exclusive farms of Irish-grown barley, we search for natural flavours via three paths: our Single Farm Origins pursue the **individualism** of terroir-derived flavour; our Arcadian Series expresses the **intensity** of flavour from alternative philosophies and long-forgotten varieties; whilst our Cuvées revel in the ultimate sophistication, where the whole is greater than the sum.

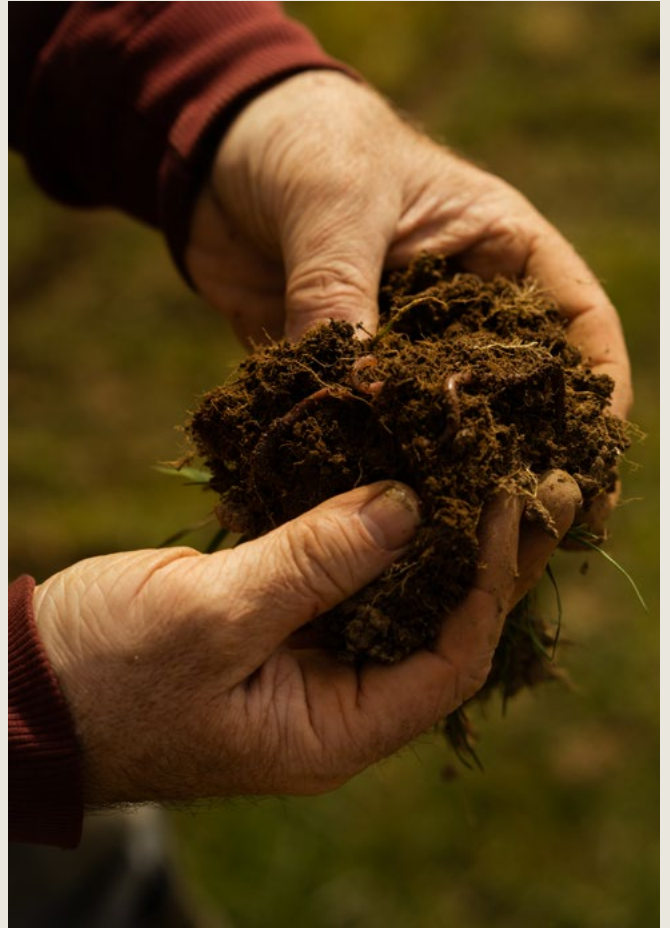




## A WHISKY OF THE WORLD, BORN OF IRISH BARLEY

Across southern Ireland, warmed by the Gulf Stream, temperate, moist air crosses fertile soils to produce a verdant landscape – and the world’s finest barley. Since barley is the source of malt whisky’s complex flavours, it makes abundant sense to focus on where and how the barley is cultivated. Those flavours are shaped by place, by the soils that nourish its roots, by the microclimate in which it ripens. By *terroir*.





Y

SEAN'S DUGAN  
 PADDY DUNN  
 LEEON STANLEY  
 TIG FARRELL  
 JIMMY WALESH  
 EVA MCCONNELL  
 MARI POWERS  
 JOHN P. FOLEY  
 CELSIUS MCCONNELL  
 GER BYRNE

LOW

JOE DOYLE

KILKENNY

POL DICKIN  
 NED MURPHY  
 RICHARD McFEE

WEXFORD

FRANCO MURPHY

JOHN KNOWLEY  
 JOHN FOLEY  
 ROBERT WILNE  
 MARK BROWNE  
 WIL & PAT DOYLE  
 COLMURRY FARMS LTD  
 JOHN P. BOWERS  
 GER WELLY  
 SIMON WHELAN

WATERFORD

PETER CUMMINS  
 WIL O'MALLON  
 MARTIN FOLEY  
 EDWARD HARVEY

WAT COOPE  
 JOHN N. COCHRAN

# ELITE PRODUCTION METHODS

## THE CATHEDRAL

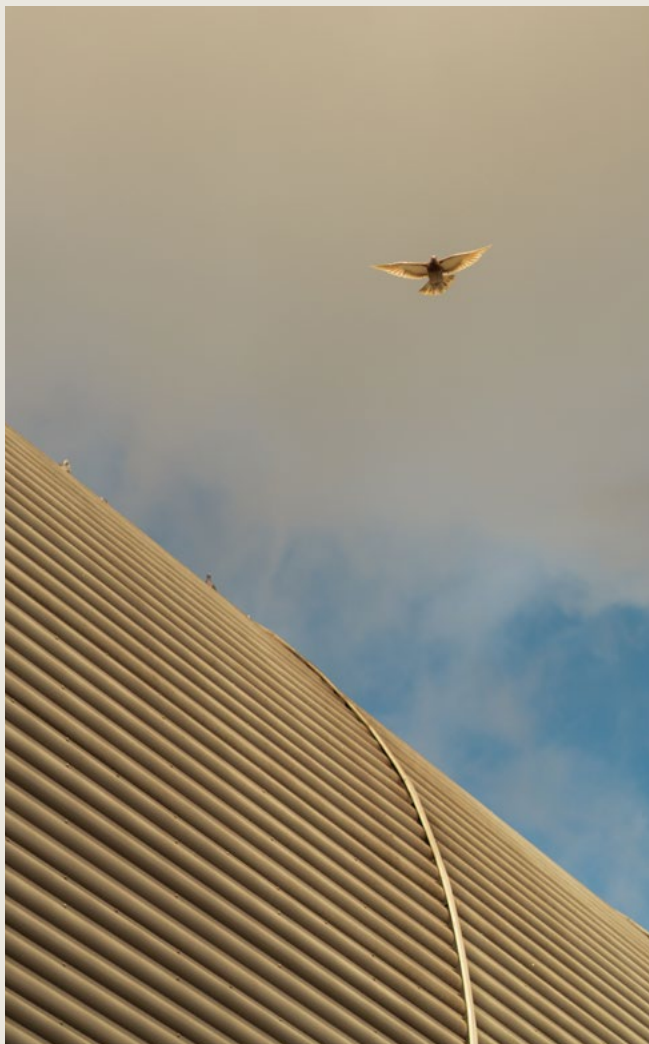
We work with 40 Irish farms a year (almost 100 individual growers since we started) – some organic, some biodynamic. All of our whiskies therefore use 100% demonstrably Irish-grown barley – one farm, one *terroir*, at a time. After harvest every year, the roads of rural Ireland become filled with our growers' tractors carrying Single Farm Origin barley, and around the same time they converge upon a special bespoke storage facility, strategically sited at the centre of our barley heartlands.

This is a one-of-a-kind wonder-structure that we call our Cathedral of Barley – and next to it, as we add more growers, stands our Chapel. Built specifically for our requirements – a logistical challenge in its own right – without each farm's crop slumbering in its own individual bin, in separation and ideal conditions, there can be no integrity or traceability. An unsung hero, the Cathedral is the *terroir*-enabler.



A photograph of a wooden signpost in a distillery. The signpost is made of a single piece of light-colored wood and is planted in a large pile of golden-brown grain. The sign is white with black and blue text. The background consists of dark wooden walls and a dark blue door frame. The floor is a light-colored concrete.

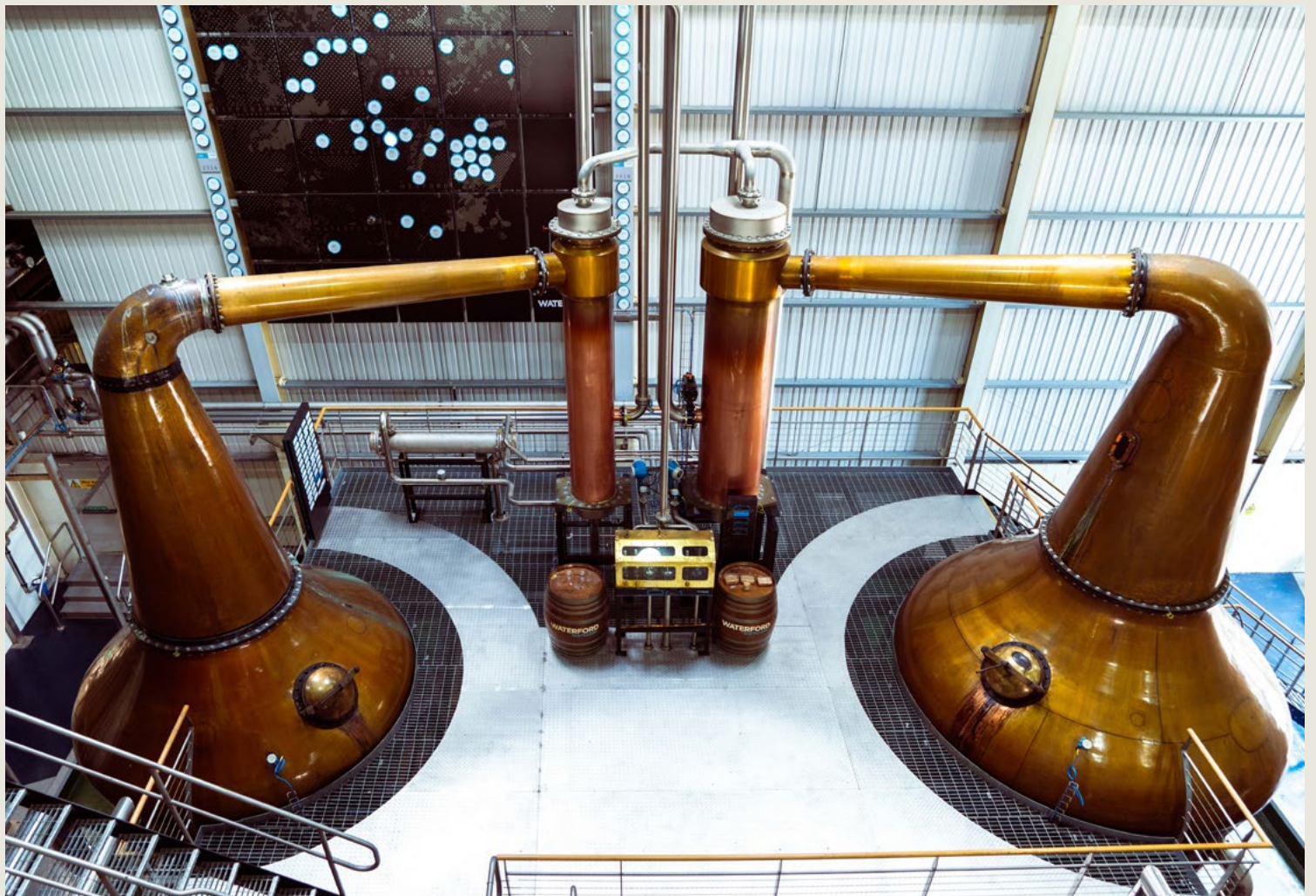
WATERFORD  
DISTILLERY  
DENIS BOOTH  
ORGANIC  
LAUREATE

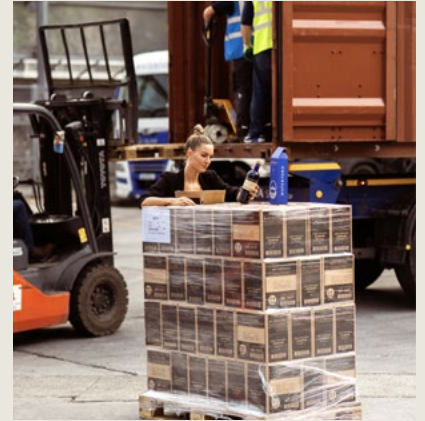


## THE FACILITATOR

There's been a brewery here on the banks of the River Suir since 1792. Today's Waterford Distillery, the technological marvel we call the Facilitator, enables us to create elite whisky. We keep each farm's crop demonstrably separate – and treated equally – as we transform it from grain to spirit.

State-of-the-art equipment marries with ancient knowledge, local Irish barley with thermoregulated, extended 120-hour fermentations, unhurried distillation with a spectrum of exceptional oak. In this way we can reveal the ultimate expression of *terroir*, farm by farm, harvest by harvest. Unique distillates, new starting points, and beguiling expressions of place.



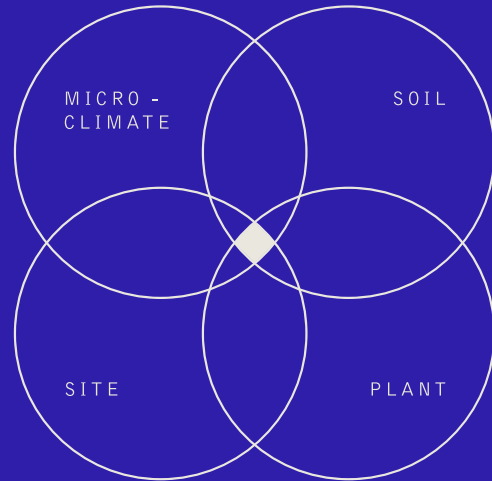






# TERROIR: OUR DIRTY LITTLE SECRET

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 TO VERIFY AND PROVE ITS INFLUENCE – EACH TERROIR IS A NEW STARTING POINT FOR OUR WHISKY. WE ARE FASCINATED BY THESE NUANCES. WE HOPE YOU WILL BE TOO.



---

TĒIREOIR

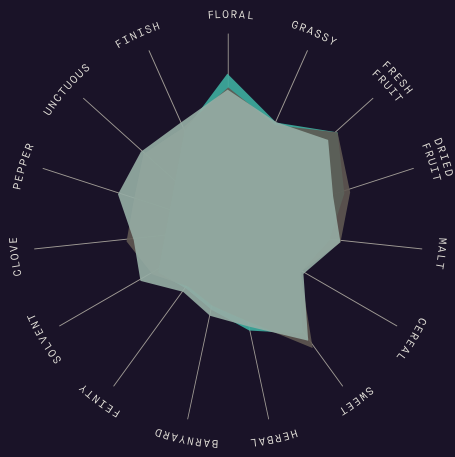






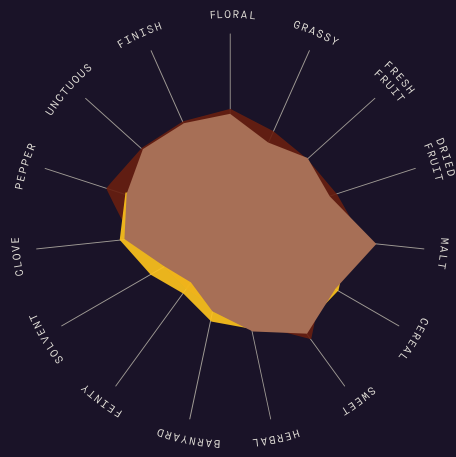
# SPIRIT ANALYSIS

DISTILLATES FROM THREE SOIL SERIES, OVER THREE HARVESTS.



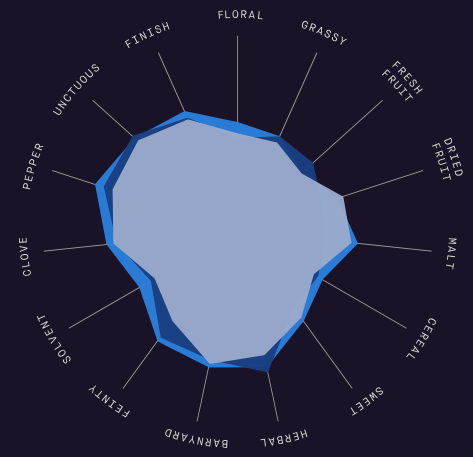
SEAFIELD

● 2016 ● 2017 ● 2018



CLONROCHE

● 2016 ● 2017 ● 2018



ELTON

● 2016 ● 2017 ● 2018



WATERFORD

IRISH SINGLE MALT WHISKY

BIODYNAMIC  
LUNA 1.1



DISTILLED AT WATERFORD DISTILLERY  
PRODUCE OF IRELAND

700 ML







# THE WHOLE, GREATER THAN MERELY THE SUM OF ITS PARTS

We believe that after maturing for several years in the best of French and American oak – a wood policy so costly and unparalleled that it accounts for one third of our production budget – these component “single”, single malts, each a solo voice, a solo *terroir*, exhibiting its own nuances, will come together as a glorious chorus of harmonic flavours.

That the whole is even greater than merely the sum of its parts.

This is how, we humbly believe, the most profound single malt whisky ever can be created. And that remains our ambition. Our destination.

Our whole *raison d'être*.







WATERFORD



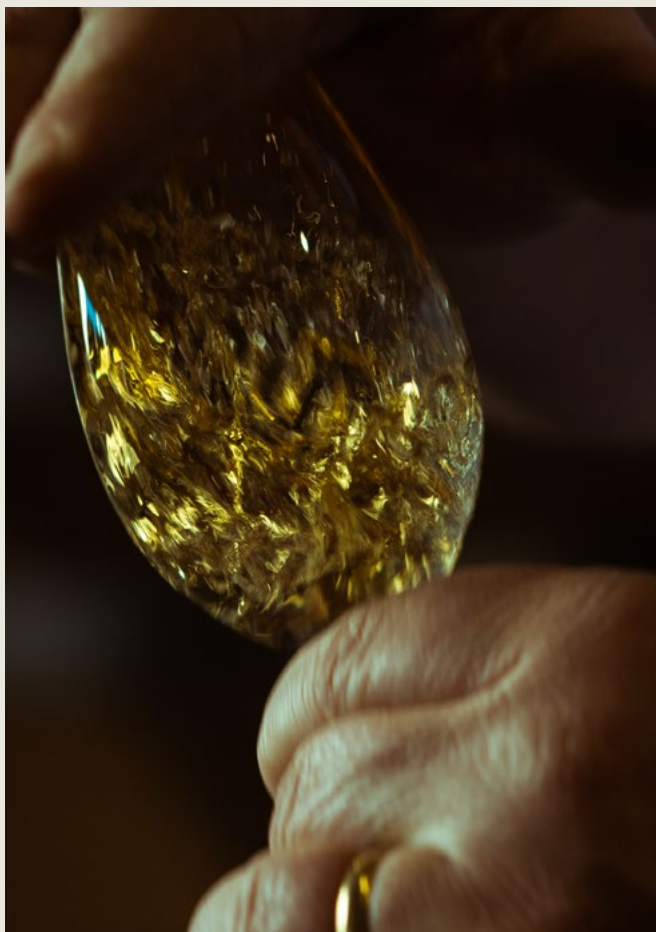




$$\left[ \begin{array}{c} \text{TRUE} \\ \text{PROVENANCE} \end{array} \right] = \frac{\left[ \begin{array}{c} \text{TERROIR+} \\ \text{TRACEABLE} \end{array} \right]}{\text{TRANSPARENT}}$$







## WATERFORD DRINKING PLEASURE

We recommend comparing and contrasting Waterford whiskies – Single Farm Origins, side by side – to better observe the nuances of these *terroir*-driven spirits. Perhaps a tear-drop of spring water to allow flavours to be stirred and released. Over time, more aromas will be revealed. Indeed, time... it needs time in the glass to rest, to settle, to allow its full character to be experienced. For this is whisky served *au naturel*. Free of fake added colour, free of flavour-killing chill-filtration and, despite the intense flavours of barley, it is also gluten-free. A totally natural whisky.



## LOS ANGELES TIMES

“No one has yet tried to do anything on the scale of what Mark Reynier and his Renegade Spirits company are creating in Waterford”

## DAILY TELEGRAPH

“Tasty and thought-provoking... expect more originality from Waterford in future”

## WHISKY MAGAZINE (UK)

“Waterford Distillery has released their first whisky and it’s not so much poking the beehive, it’s taking a bat to the whole thing”

## BLOOMBERG

“A joy to drink”

## ESQUIRE

“The whiskey being made at Waterford is indeed very good and highly recommended for whiskey geeks really looking to ponder what’s in their glass”

## THE WEEK

“Everything about this whisky is unique”

## LE FIGARO

“The result is surprising; we clearly find the specificity of the terroirs in the juices”

## USA TODAY

“Wildly innovative and ambitious”

## FORBES

“Waterford Distillery is looking to even the playing field”

## WHISKY NOTES

“A huge barley side, but already enjoyable.  
If anything it proves Waterford has a  
bright future”

## WHISKYFUN.COM

“I find them excellent just as they  
are, in their not-so-naked youth... I’m  
impressed... They’re bigger than most,  
if not all Irish ‘whiskeys”

## MALT FASCINATION

“It’s quite miraculous how complex  
these whiskeys already are”

## DEPARTURES MAGAZINE

“This is truly an interesting and tasty  
take on Irish whiskey”

## WHISKYJACK

“Within seconds you know this is for  
consuming, for enjoying – don’t hold  
back on your guests! Fill their glasses!  
Raise the roof!”

## WHISKEY WASH

“One thing is for sure, none of them  
taste the same or like anything you’ve  
tasted before”

## WHISKY MAGAZINE (FRANCE)

“The most exciting project of recent years”

## WORDS OF WHISKY

“Disgustingly good”

## WHISKY AND BOURBON MAGAZINE

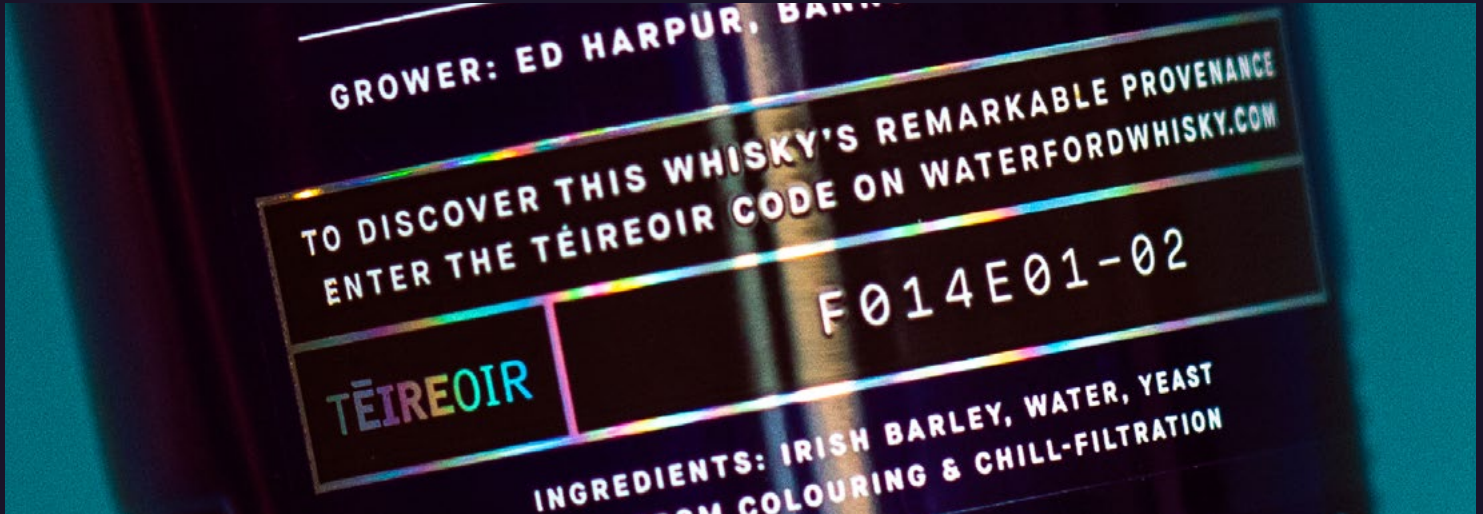
“Incredibly well-integrated young whiskey!”

# TOTALLY TRACEABLE AND TRANSPARENT

↳ [WATERFORDWHISKY.COM](https://www.waterfordwhisky.com)

There's plenty we would like to share with you about each whisky. In fact, rather too much for a bottling label – that strange, tiny surface that has been regulated to death. Which is why drinkers will be able to access a new feature on our website.

Every bottle of Waterford whisky features its own pioneering TĒIREOIR code, which once entered online will reveal a host of unprecedented and engaging content related to the release.



---

SINGLE FARM  
ORIGIN



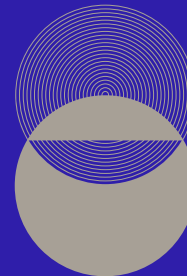
ONE PLACE, ONE FARM,  
ONE SPIRIT

ARCADIAN  
SERIES



ORGANIC, BIODYNAMIC,  
HERITAGE BARLEY

THE  
CUVÉE



THE WHOLE - GREATER  
THAN SIMPLY THE  
SUM OF ITS PARTS

---









WATERFORD DISTILLERY, GRATTAN QUAY, WATERFORD, IRELAND

+353 (0)51 303 508 | [INFO@WATERFORDWHISKY.COM](mailto:INFO@WATERFORDWHISKY.COM)

[WATERFORDWHISKY.COM](http://WATERFORDWHISKY.COM)

