

**SLANE**  
IRISH WHISKEY

# Irish History Timeline

Amber Aristy  
Slane Ambassador  
Atlanta  
2022

# The Beginning

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433

Ireland was under the rule of the High King Laoghaire. Patrick climbed the Hill of Slane in an act of defiance to the high king and lit the fire.

600 – 900

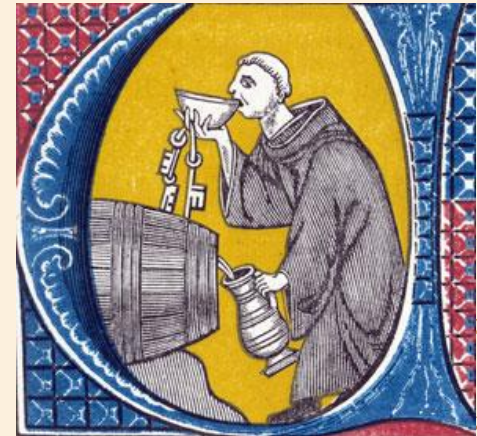
Irish monks come home from Europe with stills to make medicine.

1045 - 1058

Malcolm, son of Friskin saves the life Malcolm III and is awarded the Thanedom of Cunninghame.

1405:

Earliest written Irish record of usice beatha is recorded in Irish Gaelic in a death announcement for a chieftain. Attributed to a “surfeit of [water of life].”



# England

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1541:

The Irish Parliament declares for Henry VIII. A large portion of the country remains unimpressed and either push back, or simply ignore the new king.

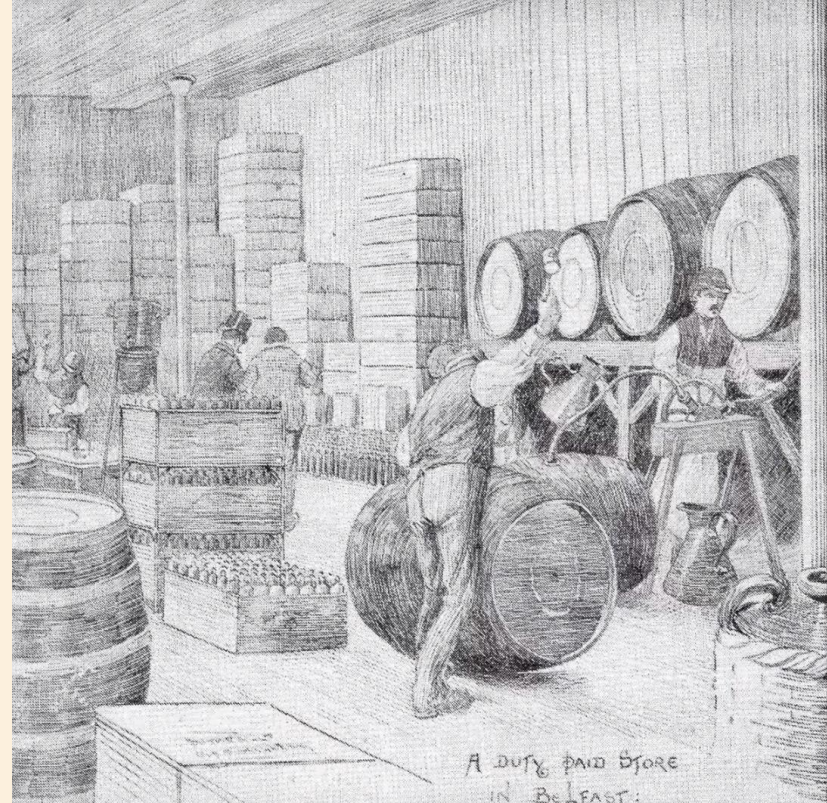
England's takeover happened in slow stages from this point.

1608:

King James awards first ever distilling license to Bushmills in County Antrim.

1661

King James imposes the first production tax of a whopping 4p on Irish and Scotch distilleries. Irish distillers were meant to register for licenses upon imposition.



# Battle of the Boyne

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1690

England made a mad push into Ireland to claim land. Albert Conyngham and his son, Major General Henry Conyngham, fought at the historic Battle of the Boyne.

1703

Construction on Slane Castle began.

1781

The Conyngham family designed and built Slane Village.



# A Period of Growth

1770S – 80S

Irish Whiskey became wildly popular globally.

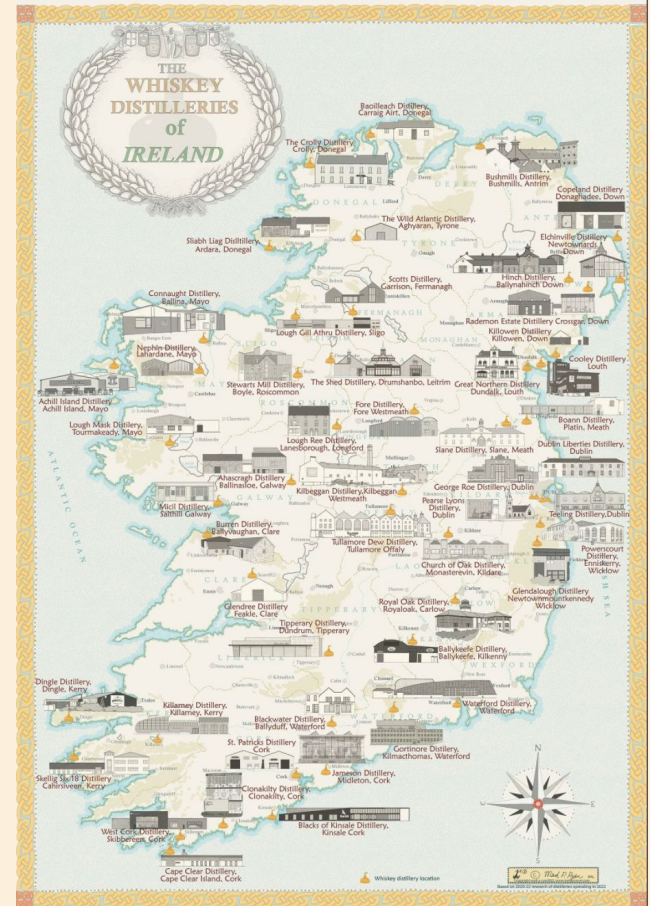
Expensive licensing fees eliminated new distilleries, while distillation requirements coupled with high tax rates made it ever harder to maintain established ones.

There were more than 1200 distilleries on the island at the time.

1785

In an effort to generate revenue from distilleries they had no control over, England imposes a tax on malted barley.

Ireland delicately declines, and chooses to distil unmalted barley instead, saving money and creating an entirely unique category in one go.



TRIPLE CASKED

# Unification and Increased Hardship

1801

Ireland officially unites with England, creating the United Kingdom.

Taxes are increased to match those of England. **Not rated based on economy of the country.**

1801 - 1818

England sends “tax revenue agents” to Ireland who begin a systematic search and destroy for unlicensed distillers.

1819

The Revenue Police become an official part of the Excise Department.

1830

Former taxman Aeneas Coffey creates the coffey still.

Ireland make their second delicate declination so Coffey takes his new still over to Scotland. Scotch distilleries immediately jump on it for the desirable chance to increase volume.

1838

Irish temperance movement sweeps the country. **Half the population takes The Pledge.**

Distilleries that have managed the high tax rate and brutal taxmen begin to close.



# The Great Hunger

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1845 – 1849

The Great Hunger destroys 2/3 of Ireland's crops, one million people die, another one million people emigrate.

Only 2 million people left on the island to survive England's neglect.



# Escalation

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1850

Scotch is killing it with the Coffey still making tons of blended distillate that they are exporting at alarming rates.

1853

A stone is thrown at revenue agents in County Carlow. The agents shoot up a neighborhood and kill a woman.

1857

The tax man was disbanded as a result of the violence.





# Scotland Wins the Race

1890

Phylloxera knocks out whisky's biggest competitor  
– brandy.

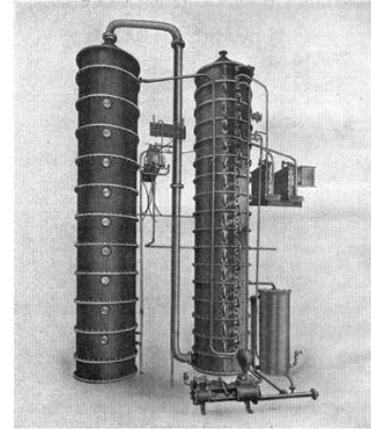
1900S

Scotland is now KILLING IT with blended whisky  
– or as it was called, “Silent Spirit.”

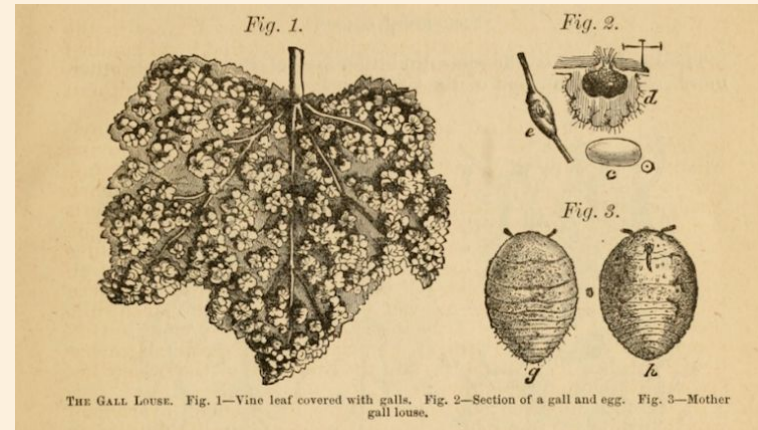
1909

“Silent spirit” is officially recognized as whisky.  
Blow to Ireland who chose not to use the coffee  
still initially.

JOHN DORE & CO.  
(Successors to AKEAS COFFEY & SONS, Inventors & Patentees of the 'Coffey's Still').  
BREWERS & DISTILLERS' ENGINEERS, COPPERSMITHS & BRASSFOUNDERS,  
31-45, High Street, BOW, LONDON, E.



From Photograph of Coffey Still of Improved Design – as supplied to India and the Colonies.  
MADE WITH COPPER OR WOOD FLAMES. FOR TREATING WASH FROM  
MALT, MALZ, MOLASSES, MOWHA, RICE, GHUR, POTATOS, WINE, &c., &c., &c.



THE GALL LOUSE. Fig. 1—Vine leaf covered with galls. Fig. 2—Section of a gall and egg. Fig. 3—Mother gall louse.

# Ireland Evolves

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1919 – 1921

Irish war of independence.  
American Volstead Act is signed.

1921

Northern Ireland is established.

1922

Irish Civil War  
Distilleries start closing en masse once again, unable to keep up with production between war, loss of population, import/export ability, and taxation on materials.

1923

Irish women are distilling and selling poitín to fund the revolution.



# Ireland Survives

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1933

America misses Irish whiskey, but Ireland only has 5 distilleries and are unable to meet demand.

1943

Joe Sheridan at Foynes Airport (Co.Limerick) creates the Irish Coffee. Keeps the heart of Irish distillation exportation beating.

1948

Republic of Ireland Act ends British statutory role.



Irish Coffee

Warm the cockles of your heart with Irish Coffee

Enjoy some squal! Put one teaspoon of sugar in 6-oz. Hot Toddy Glass or coffee cup. Pour in hot coffee. Add one jigger of Power's Irish Whiskey. Top with whipped cream. Easy to make, isn't it!

In all Ireland, where whiskey was born, there's none so fine as Power's Irish Whiskey. Small wonder so many people familiar with all whiskeys, prefer Power's Irish Whiskey.

**POWER'S GOLD LABEL**  
IRISH WHISKEY

A PRODUCT OF IRELAND. 7 YEARS OLD - 86 PROOF - CANADA DRY GINGER ALE, INC., NEW YORK, N. Y.



# Whiskey Holds On

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1966

Only 3 distilleries left in the south: Powers, Cork, and Jameson. They merge creating Irish Distillers Limited, saving Irish whiskey with combined profits, and effectively creating a monopoly.

1969

British troops are deployed to Northern Ireland. The Troubles begin.

1972

IDL merges with Bushmills.

1975

IDL close all southern distilleries and open New Midleton in Cork.

**There are now two distilleries in Ireland: The New Midleton Distillery, and Bushmills - both owned by IDL.**



# A Light in the Tunnel

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1981

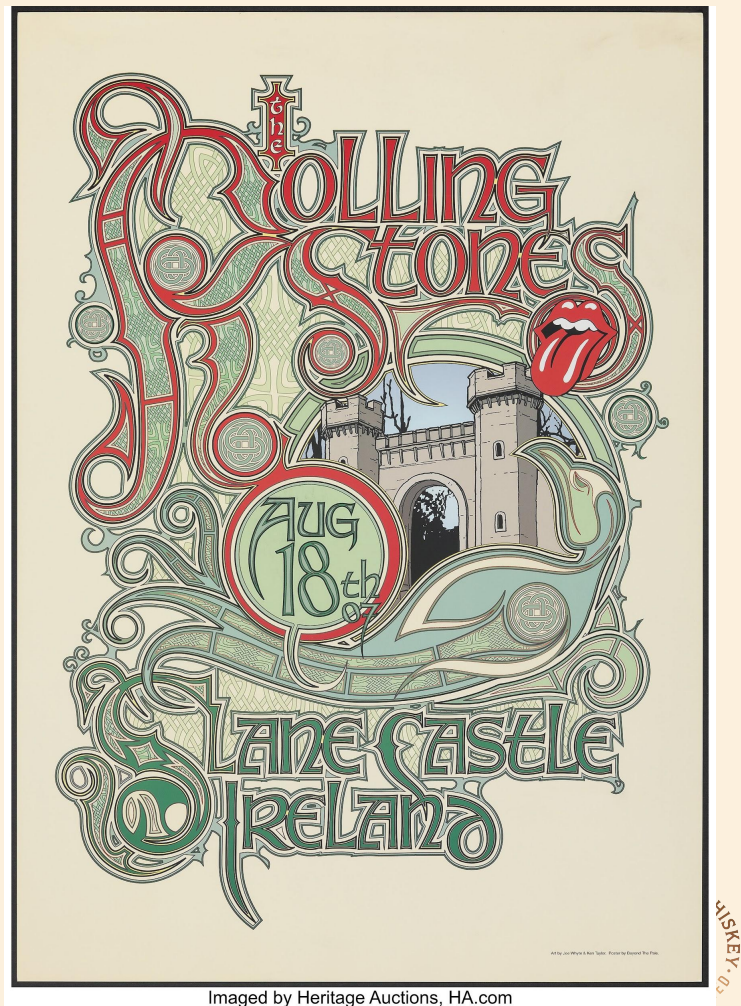
Lord Henry Conyngham puts on the first ever Slane Concert on the grounds of the castle featuring Thin Lizzy and U2. 18,000 people unite for music during the height of the troubles.

1987

John Teeling breaks the distillery monopoly with Cooley Distillery on the border between Northern Ireland and the Republic of Ireland.

1988

Pernod Ricard purchases IDL and funnels money into marketing.



# Ireland Rises

1990

Demand for Irish whiskey returns globally with the reintroduction of old brands and the development of new ones. Sales maintain a 15-20% growth per annum over the next 20 years.

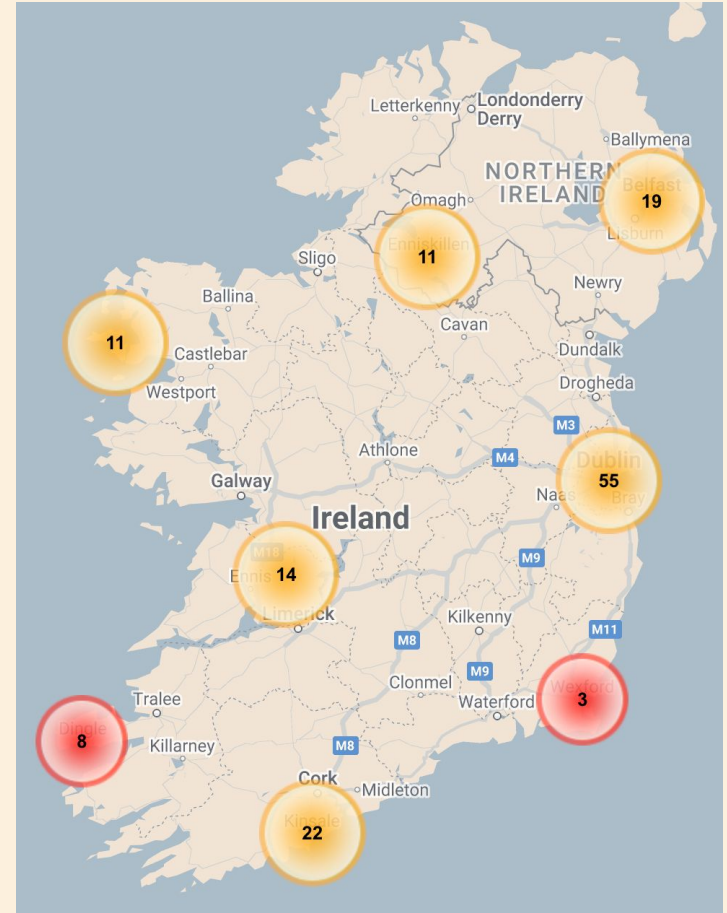
1994

IRA calls ceasefire. Ireland rebuilds.

2000's

Legislation makes obtaining licenses for brewing and distilling production easier and less expensive.

There are now 38 active distilleries, 5 in planning, and 4 under construction as of 2022. [Active Map](#)



# Modern Era

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2015

Brown-Forman partners with Henry and Alex Conyngham to develop and produce Slane Whiskey.

2017

Slane launches in the states.

2019

Irish whiskey is now the fastest growing spirit in the world.



# A New Beginning

Slane creates a new method of production - the Triple Cask.

- Virgin Oak
  - ◆ New American White Oak Barrels from the Brown Forman Cooperage.
  - ◆ 200L (53 Gallons)
  - ◆ Heavy Toast/Medium Char contributes flavours of Toasted Oak and Vanilla.
- Seasoned
  - ◆ Ex Bourbon or TN Whiskey barrel
  - ◆ 200L (53 Gallons)
  - ◆ Tennessee Whiskey contributes flavours of Butterscotch, Caramel and Plum.
- Sherry
  - ◆ Ex Sherry Cask from Jerez, Spain.
  - ◆ 500L (130 Gallons, Butts)
  - ◆ Oloroso contributes flavours of Raisin and Spice.





# Continuing Tradition

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**SLANE**  
IRISH WHISKEY  
EXTRA  
VIRGIN OAK  
TRIPLE CASKED

**SPECIAL EDITION**

THE LEGACY OF '81  
40 YEARS OF MUSIC  
AT SLANE CASTLE  
700ml 45% Vol.

10049129

## SLANE SPECIAL EDITION

### celebrating 40th concert anniversary

Slane Special Edition is a tribute to Lord Henry Conyngham's vision 40 years ago to bring Ireland together by throwing the country's biggest rock concert in 1981 on his front lawn of Slane Castle, the family's home since the 18th century. His vision lives on having played host to some of the world's biggest music acts of today and tomorrow.

This whiskey amps up the flavour that comes from Slane Irish Whiskey's signature triple casked method using extra Virgin Oak barrels to blend with Seasoned and Sherry Casks. The extra Virgin Oak Barrels dial up the toasted oak and vanilla notes found in our core Slane blend to deliver a rich, complex whiskey.

Slane Special Edition is the first release in Slane Wood Series.

Limited Edition. 45% ABV. Available in 700 & 750 ml size. Comes in gift box.



+20% premium to  
Slane Core Blend



Slane On The Rocks  
Slane Ginger & Orange



# SLANE EXTRA SHERRY WOOD

## Travel Retail Exclusive

Slane Extra Sherry Wood is the second release of Slane Wood Series, matured by Slane's signature Triple Casked method, using Virgin Oak, Seasoned Tennessee Whiskey and Oloroso Sherry casks with an enhanced influence of Oloroso Sherry casks, deepening and intensifying the noted of dried dark fruits and baking spice, with hints of chocolate.



### COLOR

Deep burnished copper



### NOSE

Complex nose of dried fruits and spice with a hint of vanilla



### TASTE

Rich and smooth with flavors of sweet fruit and baking spice with a layer of toasted oak



### FINISH

Long and warming with lingering hints of chocolate

All product comes in gift box. Available in 1L size. 45% ABV. Travel Retail Exclusive.



+25% premium to Slane Core Blend



Slane On The Rocks  
Slane Sherry Ginger & Orange



## SLANE BATCH STRENGTH

### Distillery exclusive

Slane Batch Strength was created to serve as a more unique product offering from Slane for the visitors of the homeplace in addition to our current Slane blend.

Slane Batch Strength is our current triple casked blend at the strength of production batch - 61-63% ABV, available exclusively in the Slane distillery.

The batch strength product gives consumers a unique opportunity to experience the blend at the natural cask strength by tasting at the high strength and then adding an ice cube or water to find the optimal strength for their taste. The key taste differences compared to the 40% core product are a higher intensity of flavor and a longer finish.

**Distillery Exclusive. 61-63% ABV. Available in 700 size.**

**The name, ABV, bottling date and batch number will be filled in by the purchaser or shop assistant in the retail shop of Slane Home Place.**



€70 per 700ml bottle



Slane On The Rocks  
Works perfectly in cocktails



Thank you.