



IRISH



SPIRITS



It is an absolute honour and highlight of my career to talk to all of you lovely people about Irish Whiskey, a spirit category that is very dear to my heart and has helped shape my career as a bartender in Dublin. While I'm not Irish myself, I have fallen hopelessly in love with the industry here, and I truly believe this little island has one of the most innovative, resilient, and tight-knit spirits communities in the world.

The category of Irish Whiskey took a severe beating in the 20th Century, several factors eventually contributing to the massive crash of the industry, often referred to as the “perfect storm”. Luckily for all of us, we are currently riding the wave of Irish whiskey resurgence and renaissance, which means we’ve got lots to talk about and, more importantly, plenty to drink! From all female-led distilleries breaking back into a predominantly male field to QR codes that allow you to trace the exact grain from a bottle to the field it came from, we are in an era of innovation, rapid expansion, and fascinating new liquid.

What I love about Irish Whiskey is that they never gave up, which speaks volumes to the Irish character. The distilleries that remained in the latter half of the 20th Century realised their best chance of survival was banding together, leading to the formation of Irish Distillers Limited (IDL) – a consolidation that ensured their longevity.

Today, several distilleries are reviving old brands and leaning into the industry's rich heritage that had nearly gone forgotten – as well as young brands forging their own path and leaving their unique mark on the category. That's the beauty of Irish Whiskey; we have it all! And there's even more on the way!

I cannot wait for us to get started and for you all to become enamoured with the category; despite how much I have had the pleasure of drinking it – I still find myself falling for Irish Whiskey over and over again.

Sláinte!

– Stefi Fletcher, Bar 1661

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STEFI FLETCHER

Our Irish Spirits host for March, Stefi Fletcher of Bar 1661.



**Hello everyone!
My name is Stefi
Fletcher.**

**I'm half Swiss, half
English, and currently
work as a bartender at
Bar 1661, a craft
cocktail bar in Dublin.**

I started my hospitality journey in Switzerland and while I only planned on coming to Ireland for three months to learn more about Irish whiskey, it turns out the whiskey is so good that I've been here for nearly seven years! I started my hospitality career in a local brewery in Basel. Since then, I've worked in various bars, leading me to make craft cocktails in my favourite bar in the world, Bar 1661.

I love every aspect of spirits production here in Ireland. The community is incredibly close-knit, and everything is very openly shared; it's one of the many reasons I love working in Irish hospitality. To have been working with a venue that supports predominantly independent Irish brands and values has been a fantastic learning curve.

It continuously pushes me to want to learn more about our beautiful little island!

IVANA MAREŠIĆ

Ivana Marešić, originally from Croatia, has been a part of the Irish drinks industry for the last 9 years.

During that time, she worked as a mixologist, cocktail and beverage consultant, drink stylist, and spirit judge.

From 2020, Ivana has been the Beverage Director for both BAR 1661, a cocktail bar whose passion is to fly the flag for Ireland's native spirit - poitín, which won Ireland's Cocktail Bar of the Year 2023, and for Irish Craft Cocktails, an award-winning bottled cocktail brand that she helped to establish during the first COVID-19 lockdown.



Following her passion for all things concerning the bar culture, Ivana gained an IBD certificate in distilling, co-created liquid for the first of its kind, a series of poitín RTDs - Little & GREEN, and most recently, co-organized a new wave of educational events, Girly Drinks, that celebrates women in the drink industry worldwide.

ABOUT TEELING SMALL BATCH

The Teeling family has roots in Dublin distilling, dating back to 1782. It was there on Marrowbone Lane that Walter Teeling opened the first Teeling distillery, sparking a spirit of entrepreneurship that is still alive in the family today.

In 2012, a new generation of the Teeling family set out to bring Irish Whiskey back to Dublin. Inspired by his family's legacy and the rise of craft spirits, Jack Teeling partnered with his brother Stephen to open the first new distillery in the city in over 125 years, the Teeling Whiskey Distillery. Together, they saw an opportunity and set out to leave their mark in a category that hadn't changed in over a century.



PG. 3



They focused on an innovative approach to whiskey making, inspired by the global craft movement, and committed to bringing unique maturation techniques to Irish Whiskey. In their first release, Teeling Small Batch, hand-selected casks of grain and malt whiskey are aged in ex-bourbon barrels, then married together, and finally finished in Central American rum casks. This process—not at all typical—gives the whiskey layers of flavor and complexity to be discovered and shared.

Today, Teeling Whiskey is available in over 80 countries globally. It is proud to have won over 500 international awards, including the World Whiskies awards for World's Best Single Malt, World's Best Single Grain, and World's Best Single Pot Still—the only whiskey brand to have won across multiple categories.

The Teeling Whiskey distillery in the heart of Dublin has been recognized as a must-visit attraction, with over 700,000 visitors through its doors.

Gareth Jordan (Teeling Brand Ambassador) and Ivana Maresic joined PDXCW Distance Learning for a lively look at how honoring historical connections while innovating for the future can be a boon for the local economy. Much like Dublin's distilling revival was spearheaded by Teeling, its cocktail renaissance has been furthered by Bar 1661's "Staunchly Irish and Fiercely Independent" approach to showcasing all that the island has to offer through menus that tell the story of Ireland's rich history through a contemporary lens.

WATCH THE 'EXPLORING DUBLIN'S RENAISSANCE' TO HEAR MORE ON:

- The history of Ireland's native spirit, Poitin.
- Irish Whiskey's rapid growth and leading innovation spearheaded by Teeling.
- How Teeling led the Irish Whiskey revival, opening the first new distillery in Dublin in over 100 years.
- Ways Teeling and Bar 1661 collaborate with their communities to bolster economic development.
- Teeling productions methods, and how they keep the category exciting as one of the only brands that cover all the major styles of whiskey, Blended/Single Malt/Single Grain/Peated Single Malt/Pot Still + major age statements



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BETWEEN THE SLEET

40 mL Teeling Small Batch
10 mL Cognac
5 mL Bacardi Carta Oro
5 mL Aperol
15 mL Pineapple Juice
20 mL Super Lemon Juice
20 mL Hot Honey*
2 dashes of Cardamom Bitters
Orange Sugar dusted on rim**

Chill your Nick & Nora glass. Add all ingredients into a Boston Shaker and fill with ice. Hard shake for 45 seconds to get a nice bit of foam out of the pineapple juice. Double strain the cocktail into the smaller tin of your shaker and then pour it into the chilled Nick & Nora. Using this technique instead of straining directly into the glass gives you more control of the liquid and ensures a clean pour without any droplets going astray on the stem or base of the glass.

*Hot Honey

Combine equal amounts of freshly squeezed orange juice with honey in a pan. Stir over low heat until fully combined. When squeezing the oranges, peel them first and keep the peels for orange sugar garnish. Add in one orange peel (roughly 1.5g), 3 burst cloves, 0.75g of dried chili flakes, and 0.5g sea salt per 200g of orange/honey liquid – i.e., 100g of orange juice combined with 100g of honey. Stir on low heat for ten minutes before taking off the heat and infusing for 5 minutes. Strain the bits out and place hot honey in a sterilised bottle ready for use.

**Orange Sugar

Make an oleo saccharum with equal amounts of the reutilised orange peels and sugar. Make sure the peels are fully coated with the sugar, and leave overnight. Remove any residual sugar from the peels and spread the orange sugar onto a tray ready to dehydrate for 2h @ 50°C (alternatively, you can use an oven). Crush the sugar with a pestle and mortar (or a blender) until fine. Place in a sealable container until ready to use.



A cocktail inspired by the reviving quality of stepping into a bar and waiting for the temperamental Irish weather to ease up while sipping a cocktail. The heat from the hot honey warms the bones almost as much as the whiskey itself.

ABOUT JAMESON BLACK BARREL

In 1780 John Jameson founded his distillery in Dublin. Armed with stubbornness, passion, and a disdain for convention, he rolled up his sleeves and, with a great sense of humour and a streak of fiery temperament, set out to change the world of whiskey.

Today, the same principles still apply: instead of tweed and leather chairs – not to mention a stiff upper lip – we do our own thing, our own way. We love our history but don't approach it with quivering reverence. We simply live it. Relaxed. As we've always done.

Triple distilled, Jameson Irish Whiskey is made by blending rich pot still whiskey made from both malted and unmalted barley with the finest grain whiskey. Aged in ex-bourbon and sherry casks, their former lives leave them seasoned and ready to pass on some of their toasted wood, vanilla, and sweet sherry personality to our whiskey. And the finest part? We are proud to run a single distillery, which means we have full control over the production process, from grain to glass, leaning into the quality and standards of John Jameson, with no cut corners.



John Jameson also valued community and worked to build it within his distillery and outside those walls. In that spirit, Neasan Guilfoyle, Jameson Brand Ambassador, joined Stefi to talk about the history and spirit of Jameson Irish Whiskey and how we can work together to build community spaces – in bars, restaurants, and our towns.

WATCH THE 'CREATING COMMUNITY ON BOTH SIDES OF THE BAR' TO LEARN MORE ABOUT :

- The story of the Irish Whiskey Category and Jameson Irish Whiskey's history
- Irish bar culture: Past, present, and future
- The importance of spirits in communities
- Cocktails as memory makers: Jameson Cocktails
- How brands can support their community



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Clarified Milk Punch. 5 Servings.

200 mL Jameson Black Barrel

200 mL Black tea*

100 mL Lime Juice

10 mL Amontillado Sherry

80 mL Maple Syrup

150 mL Graham Cracker Milk**

Candied Ginger*** *(this can either be bought from a shop or made from scratch, depending on how difficult you wish to make things for yourself)*

Pour 100 mL of the Milk Punch over a large block of ice in a rocks glass. Give a quick stir to start dilution, and then garnish with a piece of candied ginger before serving.

Combine all ingredients except for milk in a large container. Stir until mixed thoroughly. Add the batch to the milk in a new container, allowing it to curdle. Always add the batch into the milk and not the other way around because otherwise, it won't curdle correctly. Leave the curdling process for 6h, allowing the mixture to settle. Strain the cocktail through a funnel or sieve containing a cheesecloth into a fresh container. The first 30 seconds of straining are going to come out cloudy - this is normal. Remove the first run, add it back into the filter and allow the now clear liquid to drip into another fresh container. This cocktail is shelf stable for over 2 weeks and can be made in large batches.

***Black Tea: 6 g Irish Breakfast Tea**

4 g Fresh lime peels

100 mL Boiling water

(Multiply this amount depending on the size of the batch you're making. It's always good to keep in mind to make 150ml more than needed to take the water absorption of the tea into account). Leave the tea to steep for 20 minutes before straining.

****Graham Cracker Milk**

4:3 split between Oat Milk and Condensed Milk (i.e. 100 mL Oat Milk: 75 mL Condensed Milk)

Combine Oat and Condensed Milk in a pan and stir over low heat until combined. Add in 10 g of Graham crackers (roughly broken up into pieces) per 100 mL of Milk mix (i.e. 17.5 g for 175 mL) into the pan. Stir until all the cracker pieces are fully saturated, leave on low heat for 5 minutes, then remove from heat, cover with a lid, and leave to infuse for 25 minutes. Strain through a fine mesh sieve and leave to cool before using it in the punch.

*****Candied Ginger**

To start, slice freshly peeled ginger root into half-centimetre discs. Fill a saucepan with 450 mL of water and turn the heat to medium-high. Boil the ginger for 1 hour, then drain the water. Add 450 mL of water and 450 g sugar, and boil for 1 hour. Drain the sugar syrup and place the ginger pieces onto a plate. Pour 225 g of white granulated sugar onto the plate and begin to coat the ginger in the sugar. Leave the candied ginger on a tray for 1 hour to absorb sugar and allow it to become coated before serving.

JAMIE, GINGER & KEY LIME



ABOUT SLANE

Slane Distillery sits on the picturesque 1,500-acre Slane Castle Estate in the heart of the Boyne Valley in County Meath, adjacent to the legendary Slane Castle, the ancestral home to the Conyngham family since the early 1700s.

The first distillery built by Brown-Forman outside of the US, Slane Distillery's construction began in 2016, built inside a series of 250+ year-old listed courtyard buildings, originally designed by the renowned 18th-century architect Lancelot 'Capability' Brown. The distillery was completed in 2017 when it then opened to the public as a tourism attraction. Whiskey production began at Slane Distillery in 2018.

The Boyne Valley was an important centre for Irish whiskey production in the 18th and 19th centuries when Irish whiskey was the most popular aged spirit category in the world. The Slane Distillery site, while historic, also provides access to the River Boyne, whose water is used in the distilling of Slane Irish Whiskey. The Boyne Valley's ideal climate for maturing spirits makes Slane Distillery perfect for producing and aging whiskey.

Slane Distillery houses both pot stills and column stills - three hand-beaten copper pot stills and a six-column grain still, all crafted by McMillan of Scotland - with the capacity to produce single malt, single grain, single pot still, and blended Irish whiskeys, making it one of the few distilleries in Ireland today capable of producing all of these types of Irish whiskey.

Slane Irish Whiskey's production team is led by Dr. Gearóid Cahill, Slane Distillery's Manager and Master Distiller, one of only a few individuals working in the global drinks industry today who has achieved the dual qualification of being both a Master Distiller and Master Brewer.

WATCH THE 'BEYOND ST. PADDY'S DAY' AND YOU'LL LEARN:

- The Irish whiskey basics - category and methodology knowledge
- A historical understanding of the legacy of Irish whiskey
- How Irish whiskey has culturally and otherwise impacted so much of the drinking world
- The story of Slane Irish Whiskey and how the modernization of the spirit brings us together
- How to use Irish whiskey thoughtfully in cocktails

PG. 7



Slane Ambassador Jessi Lorraine joins Stefi Fletcher for a peek into the long and rich history of whiskey in Ireland and its impact on American drinking culture. While Irish whiskey continues to boom in the present day, its place in our bars and our hearts is continuously evolving. Jessi and Stefi explore this evolution, the magic of Slane Irish Whiskey, and thoughtful ways to use Irish whiskey in your bar program beyond March 17th.



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A cocktail inspired by the Irish love for apple, lime, and whiskey (“Úll” is Irish for “apple”). It’s slightly sweet, booze-forward, and a guaranteed crowd-pleaser taking basic ingredients but combining them to create a unique concoction that is anything but basic in its final form.

ÚLL THAT JAZZ



40 mL Slane Triple Cask Irish Whiskey
15 mL Apricot Brandy
5 mL Oloroso Sherry
50 mL Cloudy Apple Juice
(not from concentrate)
10 mL Muscovado Sugar Syrup (1:1)
15 mL Lime Juice
1 dash Angostura Bitters
2 dash Mole Chocolate Bitters
Dehydrated Apple Crisp*

Chill your whiskey tumbler. Add all ingredients into a Boston Shaker and fill with ice. Hard shake for 45 seconds. Double strain the cocktail over a large rock in a tumbler glass. Garnish with a dehydrated apple crisp.

Dehydrated Apple Crisp*

Start by finely slicing whole apples, this is best achieved with a mandolin slicer or an industrial meat slicer for consistency but can also be done by hand. The slices should be no thicker than 3mm. Lay them out on a baking tray and place them in the dehydrator for 6h at 60°C until they are fully dehydrated and turning brown at the edges. Remove from dehydrator and allow to cool fully before placing in an airtight container until needed for serving.

If you want to save yourself some effort - plenty of producers make ready-to-buy apple crisps, which are available for purchase in many local food stores.

ABOUT MAD MARCH HARE



Poitin is the original Irish Spirit. Arguably the oldest spirits category in the world, poitin was first distilled by Irish Monks in the 6th Century & made illegal by the English in 1661 as part of their attempt to break the Irish spirit & culture. It didn't work. The art of poitin making was kept alive in valleys & dells across the country until it was finally legalised again in 1997!

Mad March Hare, the #1 selling poitin in Ireland and the world, is on a quest to re-establish this wonderful category on the global stage where it belongs! Our award-winning spirit is crafted using only the finest, locally sourced Malted Barley, yeast & pure Irish spring water. That's it. Triple distilled in small copper pot stills, our poitin has all the complexity of whiskey with all the versatility of vodka! Smooth, flavorful & delicious!



Reclaiming ownership of our identity is our mission —telling our story, and not having it told to us. We are here to champion & celebrate Real Irishness. We are a nation of storytellers and our rich culture, just like poitin, demands an honest portrayal. Mad March Hare wants to show the world that poitin is a drink with the character and charm that truly represents Ireland and that it deserves a place at the top table of global spirits.

THE IRISH BREAKFAST MARTINI

45 mL Mad March Poitín
15 mL Elderflower Liqueur
15 mL Lemon Syrup*
20 mL Lime Juice
1 bar spoon Gooseberry Jam
or Gooseberry Preserves
Lime Twist & Locally Sourced
Flowers

Chill coupe. Add all ingredients into a Boston shaker. Dump ice from the glass, fill your shaker with ice, and shake for 45 seconds. Double strain the cocktail into the smaller tin of your shaker and then pour it into the chilled coupe. Garnish with a lime twist and fresh flowers, and serve.

Lemon Syrup*

Make an oleo saccharum using equal weight of lemon peels and sugar. Juice the peeled lemons and set aside. Mix the peels and sugar together thoroughly and leave overnight to extract the lemon oils from the peels. Once all sugars have absorbed the oils, remove lemon peels. In a pan, combine the resulting oleo saccharum with equal weight of water and fresh lemon juice that was kept from the peeled lemons (i.e. 2 parts oleo saccharum to 1 part water and 1 part lemon juice). Allow this mixture to come to a rolling boil over medium heat while stirring continuously. Once fully combined, add an equal amount of regular caster sugar as the weight of the oleo saccharum used. Your mixture should result in 2 parts oleo saccharum, 2 parts caster sugar, 1 part water & 1 part lemon juice – resulting in a rich cordial bursting with lemon flavour. Once all sugar is dissolved and the mixture has once again reached a rolling boil, remove from heat and allow to cool.



A cocktail inspired by the modern classic “Breakfast Martini” by Salvatore Calabrese, this fresh and vibrant shaken cocktail takes flavours from traditional Irish botanicals (elderflower & gooseberry). It’s perfect for any occasion, especially with the warmth of Spring starting to come in! Depending on local availability and seasonal ingredients, bartenders can tailor this drink by experimenting with different types of jam or preserves!



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