

TULLAMORE DEW 1829

IRISH WHISKEY

A BEAUTIFUL BLEND

XO CARIBBEAN RUM CASK FINISH

ICONS OF WHISKY INNOVATOR OF THE YEAR 2017 AND THE WORLD'S 2ND LARGEST IRISH WHISKEY INTRODUCES...

Tullamore D.E.W. XO Caribbean Rum Cask Finish is the Original Triple Blend Irish whiskey with an additional finish in first fill XO Caribbean rum casks for sweet tropical notes.

WHAT MAKES TULLAMORE D.E.W. XO CARRIBEAN RUM CASK FINISH SO SPECIAL?



TRIPLE DISTILLED
Smoother whiskey



TRIPLE BLEND
Deeper character



TRIPLE WOOD MATURED
Richer flavor



CARIBBEAN RUM CASK FINISH
Lingering sweet tropical notes

WHY A RUM CASK FINISH?

This whiskey is the original triple blend Irish whiskey with a rum cask finish, a tribute to the blending of Irish and Caribbean cultures since the first Irish immigrants to the Caribbean in the 17th century. Irish heart and Caribbean soul, we call it the Beauty of Blend. We carefully select barrels previously used to age Demerara Rum to impart their distinctive tropical fruit and warm spice flavors to Tullamore D.E.W. XO Caribbean Rum Cask Finish.

TASTING NOTES

COLOR	NOSE	TASTE	FINISH
Medium Golden Amber	Prominent notes of vanilla and oak overlaid with citrus, ripe bananas and delicate spice.	Creamy smooth mouthfeel bringing out the delicious deep caramel and banana notes with dates and raisins evident.	Long & sweet with togethos and caramel lingering.



OPPORTUNITY

TULLAMORE D.E.W. XO CARIBBEAN RUM CASK FINISH IS APPEALING TO NEW CONSUMERS IN MORE UPBEAT OCCASIONS. PREMIUM IRISH WHISKEY IS THE FASTEST GROWING SECTOR OF IRISH WHISKEY AND IS FORECAST TO DOUBLE IN THE NEXT 5 YEARS

SERVE SUGGESTIONS

NEAT / ON ICE

Enjoy Tullamore XO neat or over ice with some macadamia nuts, raisins and cranberries on the side



TULLY XO SWITCHEL

50ml Tullamore D.E.W. XO, 25ml mild honey, 10ml lime juice, 10ml apple cider vinegar topped with 70ml ginger beer and garnish with lime zest



TULLY XO & COCONUT

Serve 1 part Tullamore D.E.W. XO Caribbean Rum cask finish with 1.5 parts coconut water over a ball of ice



D.E.W. & A BREW PAIRINGS

Pair with a classic Pilsner to contrast bitter and sweet or choose a German wheat beer for complementary flavors



MANY WATERS

50ml Tullamore D.E.W. XO, 50ml Coconut water, 3 dash Angustora Bitters soaked in one Demerara Brown sugar cube, Lime zest



COMMERCIAL GUIDELINES

ROLE: To capture new consumers looking for different taste experiences

RECOMMENDED PRICING: At an index of 130 to Tullamore D.E.W. Original

PLACEMENT: To right of Tullamore D.E.W. Original, next to Jameson, 15 degrees below eye level

TARGET CONSUMER: 21 - 27 year old "Charismatic Connectors"

SOURCE OF BUSINESS: Within the whiskey category: Blended premium and standard whisk(e)y, Bourbon drinkers

CROSS CATEGORY CONSUMERS: Beer, Vodka, Rum

TULLAMORE D.E.W. IS A REGISTERED TRADEMARK OF WILLIAM GRANT & SONS IRISH BRANDS LTD.

GLASSES UP TO DRINKING RESPONSIBLY											
SIZE (L)	ALC. BY VOL.	UNITS PER CASE	MARKET	BOTTLE BARCODE	CASE BARCODE	CASE DIMENSIONS	GROSS WEIGHT	CASES PER TIER	TIERS PER PALLET	CASES PER PALLET	CAPPED BOTTLE DIMENSIONS (H x D x W)
0.75	43%	6	USA	0630646/3052	100630646/3052	298 x 197 x 267 mm	341kg	341kg	3	135	267 x 64.5 x 99.4 mm

GLASSES UP TO RESPONSIBLE DRINKING

TULLAMORE D.E.W. IRISH WHISKEY®, 40% ALC. (VOL. (80 PROOF)) ©2011 IMPORTED BY WILLIAM GRANT & SONS, INC. NEW YORK, NY