

THE HARD CHAW SHOT
Ask Your Bartender For One... or Two



INTRODUCING

HARD CHAW

STRONG IRISH WHISKEY CREAM

A UNIQUELY STRONG IRISH WHISKEY CREAM, created from the finest pot-still Irish Whiskeys, craft distilled Irish potcheen (Irish moonshine), and fresh Irish cream. Honoring the spirit of the HARD CHAW in us all.

Part STRONG. Part SMOOTH.
ALL IRISH.



THE IRISH
BARE-KNUCKLE
FIGHTER.

An Authentic
Hard Chaw.

50%

More Alcohol by
Volume than all the
other Irish Creams.

STRONG IRISH HERITAGE

- ♥ Hard Chaw was born out of the need for a more potent Irish Whiskey Cream. It contains 50% more alcohol by volume than the traditional Irish Cream.
- ♥ Hard Chaw is made exclusively in Ireland from Irish Whiskey, Irish Cream & Irish Potcheen (moonshine). This firewater was banned in Ireland for centuries and only recently legalized in 1997.
- ♥ Potcheen has a geographical designation from the EU. Any label that includes Potcheen must be distilled & produced entirely in Ireland.
- ♥ Its smooth taste and velvety texture is extremely versatile which allows for countless signature and innovative mixed drinks. Visit hardchawstrong.com for a slew of recipes.

A Bold Blend of Genuine Irish Cream, the Finest Spirits, Irish Whiskey & Craft Distilled Potcheen.



INTRODUCING

HARD CHAW

STRONG IRISH
WHISKEY CREAM

MADE WITH
POTCHEEN
IRISH WHISKY

50
PROOF



PRODUCT OF IRELAND
• CREAM LIQUEUR •
25%ALC/VOL. 750ML

VISIT
WWW.HARDCHAWSTRONG.COM
TO LEARN MORE

PLEASE DRINK RESPONSIBLY

WHAT IS A HARD CHAW?

Hard Chaw (Noun; Def): Hard Chaws are men and women strengthened by life's challenges, who spend their days defying the odds. They are resistant blokes with iron chins — the **Hard Chaw** gets stronger with every blow he takes. You can't knock him out, and you can't make her quit. When others give up, you'll find the **Hard Chaw** standing, full of courage, still persevering, still learning, refusing to quit until the job is done.

DID YOU KNOW?



Bare-Knuckle Boxing originated in Ireland and was recognized as a sport in the early 1700s. The essence of the bare-knuckle fight was to see mortal men elevate themselves to heroic status by both delivering and enduring punishment in fights that could last an eternity, or end prematurely by vicious knockout.

Those participating in the spectacle were obviously tough guys, resilient men with a never say die attitude. These men became known by a special term: The **Hard Chaw**. Fighter **Bill O'Driscoll** from Mallow County Cork, Ireland, for example, was a **Hard Chaw**. After escaping Spike Island Prison where he was serving time for smuggling arms in the fight against the British, O'Driscoll eventually made his living with his fists, first joining a Circus to fight any man who would dare to step in the ring with him, and then fighting for cash as a fugitive on the run from the "black & tans".

Consider two more examples... "**Sir Dan**" Donnelly, an Irish carpenter whose abnormally long arms and legendary exploits in the ring made him a national hero, so much so that his right arm was studied by science after his death and ultimately mummified. Or, the story of **Hugh O'Neil**, an Irish miner, who fought a legendary bout with Ohio-Born **John C. Orem** that allegedly lasted a continuous **5 hours and 30 minutes of bone crunching pugilism**.

PLACE IN COLD BOX:

Sales increase when **Hard Chaw** is placed in cold box. Don't miss easy & profitable incremental sales!

OFF-PREMISE SHELF POSITIONING:

Adjacent to **Fireball**. Make a statement by providing multiple facings.

ON-PREMISE SHELF POSITIONING:

Back bar placement adjacent to **Fireball**.

MARKETING SUPPORT:

Our eye-catching marketing campaign means you'll be seeing increasing demand for **Hard Chaw**. And with assorted point-of-sale and social media support, we're committed to helping you convert demand into increased sales.

SRSP:

Pricing should be \$1 below
Baillys Irish Cream.

Description:	Hard Chaw Strong Irish Whiskey Cream
Item Size:	3.66" x 13"
Proof:	50, 25% Alc./Vol.
Size:	750ml
Case Pack:	6
Case Size:	11.56" x 5.25" x 13.18"
Case Weight:	22 Lbs.
Cases per Tier:	24
Cases per Pallet:	120
Individual UPC:	8 1613602520 2

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by **Shillelagh**
Irish Spirits, Ltd.

"You can accomplish more with a kind word
& a Shillelagh than just with a kind word."

— WWW.COLD DREAM MIXING

SHILLELAGH IRISH SPIRITS, LTD.
www.shillelaghspirits.com

Bottled for:
Shillelagh Irish Spirits LTD by
St. Petersburg Distillery, LLC
St. Petersburg, FL

Imported by **Park Street Imports**
Miami, FL

Product of Ireland

