

WHY TULLAMORE D.E.W?

TULLAMORE D.E.W. IS THE TRUE CHOICE WITHIN IRISH WHISKEY BECAUSE IT IS:

1. TRIPLE DISTILLED

- Most Irish Whiskeys are triple distilled which produces a smoother tasting whiskey than double distillation. Scotch and Bourbon are both traditionally double distilled.
- Kilbeggan is one Irish Whiskey that is not triple distilled

2. TRIPLE BLEND

- Tullamore D.E.W. is a triple blend of grain, malt and pot still whiskeys, which gives it complexity
- Each component plays a role:
 - Grain whiskey = sweetness
 - Malt whiskey = citrus
 - Pot Still whiskey = spicy notes
- None of our major competitors are triple blends:
 - Jameson has no Malt
 - Bushmills has no Pot Still
 - Kilbeggan has no Pot Still
 - Powers has no Malt

3. MOST AUTHENTIC IRISH WHISKEY

- Tullamore D.E.W. was the first blended Irish Whiskey amongst its competitive set, designed specifically to appeal to the US palate
- Created in 1829, the brand's strong heritage goes back to Daniel E. Williams, whose initials live on the bottle to this day
- With nothing but a vision, he worked his way to become General Manager and Owner from humble beginnings
- A true entrepreneur, he enhanced life in the town of Tullamore, bringing electricity, the first telephone and the first mechanized vehicle
- By comparison, John Jameson was a son of privilege who arrived in Ireland from Scotland, already with education, contacts, resources and whiskey knowledge
- True to its heritage, a new distillery is now being built in the town of Tullamore to bring Tullamore D.E.W. back to its roots



GLASSES UP TO RESPONSIBLE DRINKING.

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