

CASKMATES™

- AGED IN CRAFT BEER BARRELS -
STOUT EDITION



● **CASKMATES** is Jameson Irish whiskey finished in Jameson barrels that were used to finish Franciscan Well Stout

● **CASKMATES** is here to capitalize on the popular and ever-growing whiskey and beer trend in a truly innovative way

● This unique approach to finishing imparts the rich stout characteristics of coffee, cocoa and a gentle hint of hops into the whiskey



Was founded in 1998 on the North Mall in Cork City and is built on the site of an old Franciscan monastery and well, which dates back to the year 1219. Legend has it that the water from the well has spectacular qualities and people would come from afar to partake.

The Brewery has combined modern technology with age-old tradition in forming classic beer styles including lager, ale, stout and wheat beer.

All the beers brewed at Franciscan Well contain no chemical additives or preservatives and are made with the best ingredients.

HOW IT'S MADE

1



USED JAMESON BARRELS FROM MIDLETON DISTILLERY ARE SENT TO FRANCISCAN WELL BREWERS.

2



CRAFT BEER IS MATURED IN THE JAMESON BARRELS BETWEEN 2-6 MONTHS, RESULTING IN A UNIQUE JAMESON INSPIRED BEER.

THE BARRELS ARE THEN RETURNED TO MIDLETON.

3



THESE SAME BARRELS ARE THEN RE-USED TO FINISH JAMESON IRISH WHISKEY.

4



THE RESULT IS A UNIQUE JAMESON WHISKEY WITH A TRULY ORIGINAL FINISH.

TASTE RESPONSIBLY

JAMESON® Irish Whiskey. 40% Alc./Vol. (80 Proof). Product of Ireland.
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THE OPPORTUNITY

JAMESON CASKMATES IS POISED TO CAPITALIZE ON **THREE POWERFUL TRENDS**:

1

CRAFT BEER TO **DOUBLE**
IN VOLUME
BY 2022¹

74%

OF THE TIME,
JAMESON &
BEER ARE
CONSUMED
TOGETHER!²



2

CRAFT DRINKERS ARE
MORE LIKELY TO
DRINK **WHISKEY** THAN
OTHER SPIRITS³

60%

OF CURRENT
AMERICAN
WHISKEY
DRINKERS
INTEND TO
PURCHASE
CASKMATES!³



3

JAMESON IS **GROWING**
AT 13%⁴ - TEN PLUS
YEARS OF DOUBLE
DIGIT GROWTH⁵

90%

OF CURRENT
JAMESON
ORIGINAL
DRINKERS
INTEND TO
PURCHASE
CASKMATES!³



ACTIVATION

\$6MM+ INVESTMENT
DEDICATED TO THE
CASKMATES LAUNCH

OFF-
PREMISE



DIGITAL
MEDIA



ON-
PREMISE



EVENTS



TRADE
PUBLICATIONS



1. Source: Brewers Association 9/2/14 report
2. Source: MSS 2014 report

3. Source: Google Consumer Surveys 2014- Males 25-34 monthly craft beer drinkers and at least 3 monthly Whiskey drinkers, NY, Washington, Illinois, CA states

4. Source: PRUSA RAD
5. Source: IWSR 2013