



WILLIAM GRANT & SONS

INDEPENDENT FAMILY DISTILLERS SINCE 1887

William Grant & Sons Ltd.
DISTILLER OF THE YEAR
ISC 2005, 2006, 2008, 2009; IWSC 2010, 2011, 2013

IRISH TRUE

TULLAMORE D.E.W.[™] *The Legendary* IRISH WHISKEY



TULLAMORE D.E.W.

The origins of Tullamore D.E.W. can be traced back to 1829 when the Tullamore distillery was founded in Tullamore, County Offaly, situated in the heart of Ireland, a rich agricultural and grain growing region.

Early owner Daniel E. Williams was the major influence on the development of the distillery. His initials, D.E.W., inspired the whiskey to be named Tullamore D.E.W.

Tullamore D.E.W. is the original triple distilled triple blended Irish Whiskey. An enterprising man, Daniel E. Williams also brought electricity, the telephone and motorized vehicles to the town of Tullamore.



RANGE DESCRIPTION TULLAMORE D.E.W. ORIGINAL

The original triple distilled Irish whiskey that's a triple for smooth complexity.
TASTE: Subtle and smooth with pleasant maltiness combined with charred wood undertones and the natural flavor of golden barley



TULLAMORE D.E.W. 12 YEAR OLD SPECIAL RESERVE

A carefully crafted blend of 12 to 15 year old whiskeys, it's laid to rest in old Bourbon casks and old Oloroso Sherry butts until slowly, perfection is achieved.
TASTE: Well flavored but mellow with clear flavors of Irish pot still and unpeated malt whiskey



TULLAMORE D.E.W. PHOENIX

A limited edition, high proof whiskey, this medium bodied, non-chill filtered expression is crafted to perfection in small batches and finished for 2 years in Sherry casks.
TASTE: Addition of a little water releases layers of caramel sweetness, delicate floral notes and oak tannins. Altogether a perfect balance of Oloroso sherry sweetness and spicy creamy pot still



TULLAMORE D.E.W. 10 YEAR OLD SINGLE MALT

The only Irish whiskey to be finished in four different types of casks: Bourbon, Sherry, Madeira and Port making it wonderfully rich and complex.
TASTE: A complex combination of fruits and woods to produce a rich christmas cake flavor, that's wonderfully mellow



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KEY SELLING POINTS

- **THE QUALITY OF MALT** - Malt whiskey is the renowned benchmark for smoothness, sweetness and flavor. Unlike a leading Irish whiskey, malt is at the heart of the Tullamore D.E.W blend.
- **GREATER COMPLEXITY OF FLAVOR** - Compare it to other leading Irish whiskeys: Only Tullamore D.E.W is a triple blend of all three different types of Irish whiskey - grain, malt and pot still
 - Jameson and Powers lacks malt whiskey, meaning no citrus notes and a more spirited finish
 - Bushmills and Kilbeggan lacks pot still whiskey, meaning no spicy notes and a subdued finish
- **THE SMOOTHNESS OF TRIPLE DISTILLATION** - Triple Distillation produces a smoother flavor than double distillation - supporting the rapid growth of consumer demand for Irish whiskeys and specifically Tullamore D.E.W, which grew +35% last year (source: Nielsen, 52 weeks ending 8/31/14).
- **THE MOST AUTHENTIC IRISH WHISKEY** - Created in 1829, its strong heritage goes back to early owner Daniel E. Williams whose initial live on the bottle to this day. Our new distillery opens September 2014 bringing distilling back to Tullamore for the first time in 60 years.
- **AWARD WINNING RANGE** - The Tullamore D.E.W range has won over 35 gold medals over the last 10 years

ACCOLADES

Tullamore D.E.W was most recently awarded for:

- ORIGINAL - Gold, 2014 International Spirits Challenge
- ORIGINAL - Best in Class, Gold, 2013 International Spirits Challenge
- 12YO SPECIAL RESERVE - Gold, Outstanding 2013 International Wine & Spirits Competition
- PHOENIX - 2014 Wine Enthusiast Top 50 Spirits of the Year
- PHOENIX - Gold, 2013 Irish Whiskey Masters
- 10YO SINGLE MALT - Chairman's Trophy, Ultimate Recommendation, 2013 Ultimate Spirits Competition



September 2014 marked the opening of the brand new state-of-the-art Tullamore Distillery, the first new distillery in Ireland in over 100 years

TRADE POSITIONING

- Adjacent to Jameson

Placement priority:

1. Tullamore D.E.W Original 750ml (2 facings)
2. Tullamore D.E.W Original 1L
3. Tullamore D.E.W 12YO Special Reserve
4. Tullamore D.E.W Phoenix
5. Tullamore D.E.W 10YO Malt
6. Tullamore D.E.W Crook

TULLAMORE D.E.W. PRODUCT SPECIFICATION LIST				PALLET PATTERN			WEIGHT (lbs)	OUTSIDE CASE DIMENSIONS		
PRODUCT DESCRIPTION	SCC	UPC	NABCA	CASES PER PALLET	CASES PER TIER	NO. OF TIERS	PER CASE	LENGTH	WIDTH	HEIGHT
ORIGINAL BLEND										
TULLAMORE DEW 750 80	10083664872463	0 83664 87246 6	120-15940-75	60	5	12	35.66	8.94	11.54	10.71
TULLAMORE DEW 1L 80 6PK	10083664872487	0 83664 87248 0	120-15938-10	100	5	20	22.94	8.78	8.58	11.57
TULLAMORE DEW 1.75 80	10083664872494	0 83664 87249 7	120-15945-17	60	6	15	42.76	14.09	10.63	12.52
TULLAMORE DEW 50 80	10083664872456	0 83664 87245 9		60	5	12	29.98	13.78	8.46	8.86
TULLAMORE DEW CRK 750 806PK WG	10083664872470	0 83664 87247 3	020-1272-75	60	10	6	18.7	11.5	13.39	9.06
TULLAMORE DEW 10Y SM 750 806PK	10083664872524	0 83664 87252 7	120-15910-75	120	24	5	18.73	12.36	5.71	9.01
TULLAMORE DEW 12Y 750 806PK	10083664872517	0 83664 87251 0	120-15915-75	120	24	5	18.73	12.36	5.71	9.01
TULLAMORE DEW PHOENIX 750 ML	10083664872524	0 83664 87312 8		75	15	5	22.0	11.29	9.29	11.27

GLASSES UP TO RESPONSIBLE DRINKING.

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