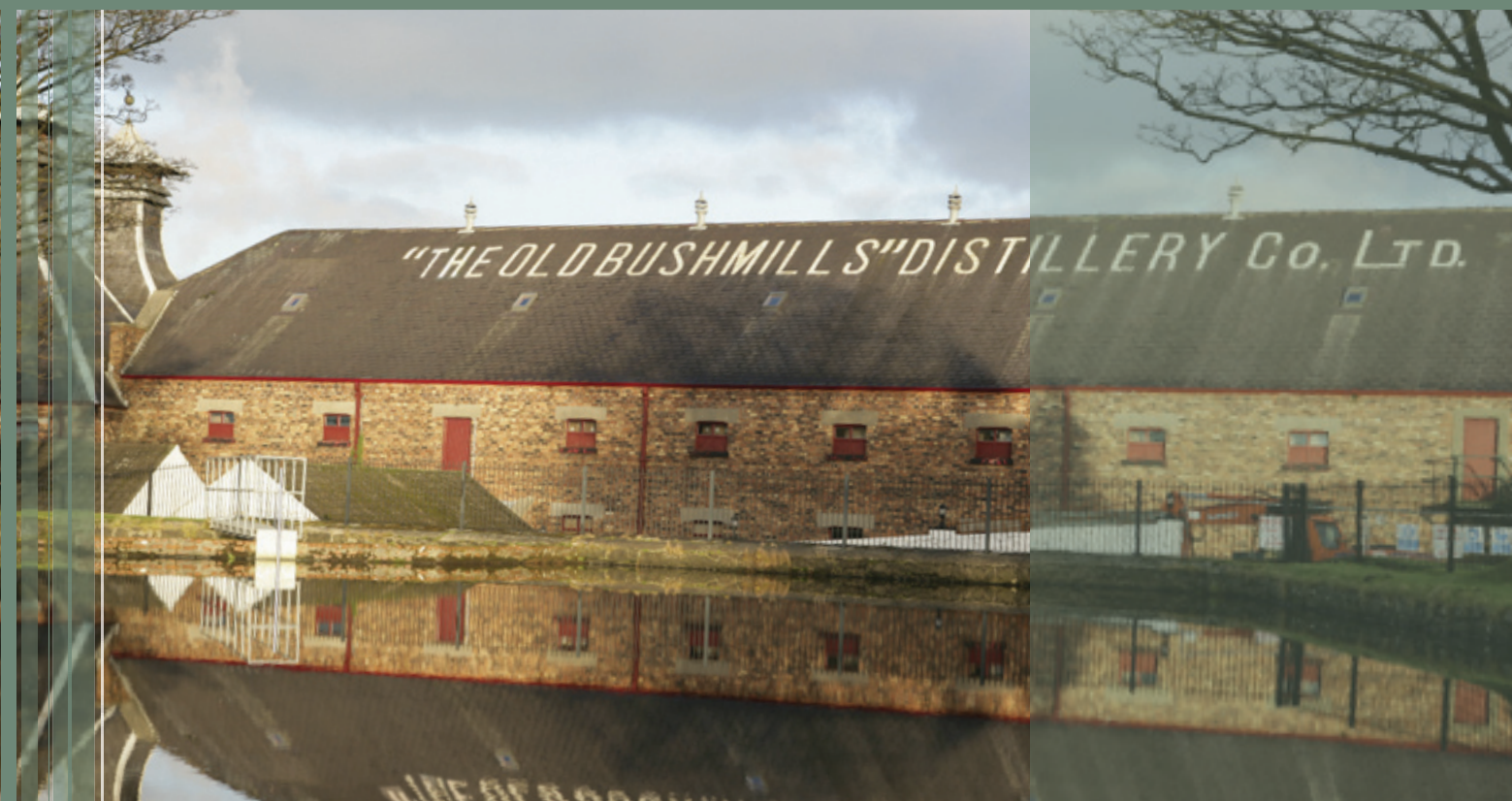


# The Old Bushmills Distillery, Co. Antrim





# The Old Bushmills Distillery, Co. Antrim

Located in the heart of the Giant's Causeway at the most northern part of Ireland, the Old Bushmills Distillery is truly a legend amongst distilleries. It is, in fact, the world's oldest licenced whiskey distillery.

Over the past four centuries, the art of distillation has been handed down through generations of distillers and the process of fermentation and distillation has largely remained the same up to today, ensuring that all whiskeys from the Old Bushmills Distillery retain their distinctive taste.







# A Rich Heritage and Distinct Character



As early as the thirteenth century there is mention of 'uisce beatha' – Gaelic for 'water of life' - being made in the area around Bushmills and historical references to distilling at Bushmills can be traced back to 1490. But it was in 1608 that the area was officially granted the first licence in the world to distil whiskey.

For the next 300 years Irish whiskeys ruled the world, with over 400 brands being exported by the end of the 19th century. They were appreciated because they were characteristically light in body

as a result of the triple distillation that remains a constant feature of production to this day.

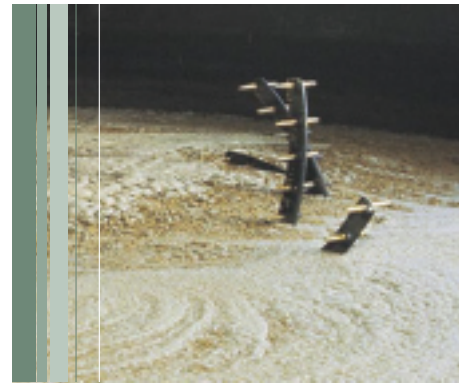
## **Recent Times**

In August 2005, Diageo plc acquired Bushmills Irish Whiskey, the world's second largest Irish whiskey brand. The acquisition of Bushmills gives Diageo an important presence in this growing category to augment our world leading range of premium drinks brands. Our goal is to increase sales of Bushmills globally, building on the strong growth

of the brand, and the Irish whiskey category in recent years. The brand's top markets are Ireland, North America, France and Great Britain.

The combination of the heritage of the Bushmills brand and the strength of our Diageo's expertise will enable us to drive the performance of this world renowned brand.

# The Tradition Continues



**Bushmills is the only Irish whiskey where all stages of production are conducted under one roof.**

### **Finest Natural Raw Ingredients**

Only the highest quality barley, malt, yeast and pure, clear water are used in the production of Bushmills. Bushmills uses water rising from St. Columb's Rill, an arm of the River Bush, in County Antrim.

The malt (which is simply germinated barley) is dried in closed kilns without the use of peat smoke. Hence, unlike

Scotch whisky, there is no smoky peaty taste present in Bushmills Whiskey.

### **Mashing**

After malting, the barley is ground into a coarse flour called grist. This is then mixed with hot water in a large vessel known as a mash tun. The resulting liquid known as wort is then pumped to the washbacks for fermentation.

### **Fermentation – Creating The New Liquid**

The fermentation process begins when the yeast is added to the wort which converts the sugary solution to alcohol. This new

liquid is known as wash and contains approximately 8% alcohol by volume. This is now ready for the real heart of the whiskey making – distilling.

### **The Heart of Whiskey Making – Distillation**

The wash is pumped into the still house where it is distilled three times in the large copper pot stills. This is the second main difference between Irish and Scotch. The third distillation gives Bushmills its softer, purer taste.

A spirit safe monitors the quality of spirit coming from the stills after distillation. Once the Stillman is completely satisfied with the distillate, he switches the run only to allow the middle cut of the liquid to be sent to the spirit receivers.

The Stillman is responsible for all stages of the distillation process. In the last phases of producing malt whiskey it is the fundamental skill of the Stillman to decide if the liquid coming out from the still is quality whiskey or not.

### **Maturation – Time to Sit Back**

The pure spirit is collected in a spirit receiver and its strength is reduced by adding pure water. It is then transferred into oak casks and put away to rest for years in vast, dark, aromatic warehouses where the spirit will slowly mature into whiskey. The casks used at the Old Bushmills Distillery previously contained Oloroso Sherry, Bourbon or Port leaving the wood perfectly seasoned for maturing Irish malt whiskey.



The chief blender at the Old Bushmills Distillery regularly assesses the taste of the maturing whiskey. When completely satisfied he will assemble precise quantities of whiskey from different casks in a large vat which are then allowed to marry for a period of time before bottling.

The chief blender is in charge of the quality and continuity of all newly distilled and maturing whiskeys as well as finished products. A chief blender's job is not just nosing whiskey but also laying down recipes for the next 10 – 15 years and making new blends for markets.

### **Bottling – The Final Frontier**

Bottling is the final stage of the process in the production of Bushmills Whiskeys. Both primary and secondary bottling operations are carried out. This consists of a very ordered sequence of stages from rinsing the bottles through to packing. The bottling stage of the process is where there has been the most innovation and technology leaving the distillation process to maintain its history and heritage.





# New Leading Edge Processes



## **Quality Control**

At all stages of distillation rigid quality assurance controls are in place and monitored. The site has its Quality Management System registered to the international standard, ISO9001:2000.

## **The Environment**

As with all Diageo operations, the Old Bushmills Distillery works very actively to minimise its environmental impact. The site has its Environmental Management System registered to the international standard, ISO14001:2004 and also has 18001:1999 registration for health and safety.

# Triple Distilled for Smoothness



## **Bushmills Original**

Bushmills Original is a blend of malt Irish whiskey with grain Irish whiskey. Distilled three times in traditional copper pot stills, from the finest Irish barley and purest water. Bushmills is then slowly matured over many years in hand made oak casks to produce a whiskey whose smoothness, flavour and quality are renowned throughout the world.

## **Black Bush**

Black Bush is truly a legend amongst whiskeys – the result of dedicated care and craftsmanship perfected over the centuries. The secret lies in the choice of the single malt whiskey which is matured in carefully selected Oloroso sherry casks and blended with grain whiskey to give Black Bush its intriguing flavour.

## **10 Year Old Single Malt**

Embodying all the traditions of distilling at Bushmills since 1608, this is a malt that can take its place among the foremost malt whiskeys in the world. Triple distilled for exceptional smoothness, the whiskey is left to mature for at least 10 years in a combination of both Oloroso Sherry and American Bourbon seasoned oak casks.



The result is a rich, smooth Single Malt with overtones of vanilla, honey and sherry.

### 16 Year Old Single Malt

This distinctive Single Malt is matured in three types of oak wood casks. Firstly, it is aged in American bourbon barrels and Oloroso Sherry casks for a minimum of 16 years. It is then 'finished' for many months

in old Port wine pipes, conferring a hint of ruby redness and a long sweet finish.

### 21 Year Old Single Malt

This rare Single Irish Malt Whiskey is the proud expression of centuries of craftsmanship and experience at the Old Bushmills Distillery. Only the finest single malts are selected and aged

for a minimum of 21 years in sherry and bourbon casks. The 'finishing' in Madeira casks has resulted in a whiskey that interweaves rich fruit flavours with spicy, aromatic maltiness and subtle nutty toasted raisin notes.





# Facts

- > Bushmills holds the oldest license for whiskey distillation in the world
- > Bushmills is the only Irish whiskey where all stages of production are still conducted under one roof
- > Bushmills is the second biggest selling Irish whiskey in the world
- > The Old Bushmills Distillery was voted 'Distiller of the Year' in the 2003 San Francisco World Spirits Competition
- > Bushmills is the only whiskey with the full range of standard blend, DeLuxe and Malt

## The Old Bushmills Distillery

Production of  
Bushmills

**BUSHMILLS**



## Diageo Global Supply distribute to:

01 Anguilla	24 Cyprus	44 Israel	64 Romania
02 Argentina	25 Czech	45 Italy	65 Russia
03 Aruba	26 Denmark	46 Japan	66 Senegal
04 Australia	27 Dubai	47 Jordan	67 Singapore
05 Austria	28 Estonia	48 Kazakhstan	68 Slovakia
06 Azerbaijan	29 Finland	49 Lithuania	69 Slovenia
07 Bahamas	30 France	50 Macedonia	70 South Africa
08 Bahrain	31 French Guyana	51 Madeira	71 South Korea
09 Barbados	32 Georgia	52 Malta	72 Spain
10 Belarus	33 Germany	53 Martinique	73 St. Helena
11 Belgium	34 Ghana	54 Mexico	74 St. Maarten
12 Bermuda	35 Gibraltar	55 Montserrat	75 Surinam
13 Brazil	36 Greece	56 New Zealand	76 Sweden
14 British Virgin Isles	37 Guadeloupe	57 Nigeria	77 Switzerland
15 Bulgaria	38 Holland	58 Norway	78 Taiwan
16 Canada	39 Hong Kong	59 Oman	79 Thailand
17 Canary Isles	40 Hungary	60 Pakistan	80 Trinidad
18 Cape Verde	41 Iceland	61 Poland	81 Turks & Caicos
19 Cayman	42 India	62 Portugal	82 UAE
20 China	43 Iraq	63 Qatar	83 Ukraine
21 Costa Rica			84 US Virgin Isles
22 Croatia			85 USA
23 Curacao			



# Award Winner



Bushmills consistently performs well year after year winning accolades at the annual San Francisco World Spirits Competition, the most widely recognised and comprehensive competition of its kind.

Each Bushmills brand has won international recognition in their own right making Diageo's whiskey portfolio a dominant force each year in the medal stakes.

Below is a list of the awarded medals at recent San Francisco World Spirits Competitions

## **Double Gold**

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- Bushmills 16 Year Old Single Malt - 2005
- Bushmills 21 Year Old Single Malt - 2004

## **Gold**

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- Bushmills 21 Year Old Single Malt - 2005

## **Silver**

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- Bushmills Original - 2006
- Bushmills Black Bush - 2005 and 2006
- Bushmills 16 Year Old Single Malt - 2006 and 2004
- Bushmills 21 Year Old Single Malt - 2006
- Bushmills 10 Year Old Single Malt - 2004

## **Bronze**

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- Bushmills 10 Year Old Single Malt - 2006



Diageo in Ireland,  
celebrating life,  
every day, everywhere,  
responsibly.

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