



Roe & Co Irish Whiskey Distillery Set to Open

Malt whiskey distilling has begun at Roe & Co Irish Whiskey Distillery ahead of opening to visitors on June 21. The distillery is located on James's Street in Dublin, where the Guinness Power Station has been transformed into a visitor experience and urban distillery.



Located in the heart of Dublin's whiskey district, visitors (16 guests per tour), will take a 75-minute tour of Roe & Co, clocking in and clocking out as they commence a "shift" with a time card, a nostalgic nod at the building's past as an operational power station. The experience concludes with guests able to "clock-off" work with a Roe & Co cocktail in the Power House Bar.

At the start of this decade, there were four working Irish whiskey distilleries, and with the opening of the Roe & Co Distillery, there will be 27. The distillery will distill 14,000 liters of whiskey in every run, with an annual maximum capacity of approximately 500,000 liters of alcohol.

The distillery will provide employment for 18 people and will complement what is already the country's most popular tourism offering, The Guinness Storehouse. Diageo made a €25 million investment in the Roe & Co Distillery, which is located in The Liberties, one of the city's most dynamic districts and the heart of brewing and distilling.

The distillery building was designed with modern urban décor and an industrial feel. This is reflected throughout all design elements from staff uniforms to a specially commissioned tiki print featured on barware. The contemporary tiki illustration includes St. Patrick's Tower and the pear tree, which has stood on the grounds of the former George Roe Distillery since the 17th century, as well as the chimneys of Dublin's skyline.

The Roe & Co blend was created by Master Blender Caroline Martin, who chose a fruity malt whiskey and smoother grain whiskies, which were aged in first-fill bourbon barrels. The distillery has three copper stills and can run both triple distillation and double distillation. Lora Hemy is the head distiller.

IWSR Top 100: World's Fastest-Growing Spirits

Special to Modern Distillery Age by IWSR, www.theiwsr.com

- Brands Collectively Gain 11% Volume in 2018
- Growth of Leading Brands Far Outpaces Total Global Spirits
- Category, According to IWSR Drinks Market Analysis Research

The world's top 100 fastest-growing spirits brands, categorized by their respective case volume growth last year, collectively grew by 11%, compared to total global category growth of 0.8% in 2018. Those 100 leading brands, across all the major spirits categories, represent 690.5 million nine-liter cases of the world's total 3.17 billion cases of spirits.

These figures — and more than 1.5 million other points of data — are included in the just-released *IWSR Drinks Market Analysis Global Database*.

The top-selling brand in the world, which is also the product that added the most cases to its total volume last year, was Korea's Jinro soju, growing 6.4% to a total of 80.9 million cases. Interestingly, Jinro sells 47 million more cases than the next-largest brand in the world, Officer's Choice whisky, which posted 33.8 million cases last year, an increase of 5.6%. The majority of brands that top the list of fastest-growing are national or regional products, including soju, baijiu and Indian whisky.

"Though we saw a decline in beer and wine consumption last year, brands in the spirits category continue to enjoy great consumer loyalty," said Mark Meek, the IWSR's CEO. "It's particularly interesting to see the growth of gin brands, the category, which experienced the largest gain in global beverage alcohol consumption in 2018."

European Distilleries to Add Calorie Content Labels

European distilleries will list the number of calories and ingredients in their spirits after the European Commission asked them to regulate themselves, as consumers are looking for healthier eating and drinking information.

Companies including Diageo, Pernod Ricard, Moët Hennessy, Rémy Cointreau, Bacardí-Martini and Beam Suntory are part of the plan.