



## **O'Driscolls Media Kit**

### **Message**

The O'Driscolls Clan loves working with the media to be able to share the history behind our Irish whiskey. If you are interested in sharing our story on your platform, please get in touch at [info@odriscollsirishwhiskey.com](mailto:info@odriscollsirishwhiskey.com).

O'Driscoll's is a challenger brand that entered the competitive Irish whiskey market in 2022. The brand has a story and a drive to battle against category leaders with its exceptional, triple-distilled Irish whiskey and competitive price tag. Contact us to learn more about the O'Driscolls journal and creed.

### **Introduction to the product**

#### **100 words**

Introducing O'Driscolls Irish Whiskey, a challenger brand to the category leaders.

Crafted by the O'Driscoll Clan's direct ancestors. A tribute to those famous men of the sea and encapsulates that wild Atlantic spirit of adventure, bravery, and survival.

The liquid is an exceptional mixture of malted barley and golden grain, triple-distilled and aged for at least three years in bourbon casks to give Irish whiskey its distinct smoothness.

The influence of 100% bourbon barrel maturation beautifully enhances the soft vanilla essence that coats the tongue.

Best shared with friends, seeking to explore a more intense flavour experience all the seasons.



### **50 words**

Toast Ireland's wild Atlantic spirit. An exceptional triple-distilled Irish Whiskey, crafted by the O'Driscoll Clan's direct ancestors, aged for three years. It's best enjoyed with friends, seeking to explore a more intense flavour of sweetness upfront, followed by a dry wood spice and soft vanilla essence that coats the tongue.

### **25 words**

Toast Ireland's wild Atlantic spirit. A triple-distilled Irish Whiskey made for adventurous spirits, seeking to explore a more intense vanilla essence that coats the tongue.

### **10 words**

Ireland's wild Atlantic spirit. Inspired by history, crafted by experts.

## **Tasting Notes**

**Colour:** Light straw

**Nose:** Light nose, grain forward sweetness, hints of caramel, nougat, and biscuit malt at the rear.

**Palate:** sweetness upfront followed by a dry wood spice, and soft vanilla essence that coats the tongue.

**Finish:** Long dry finish, hints of the vanilla essence remaining.



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