

The Distiller's Safe

Product information

JAMESON
IRISH WHISKEY

Product proposition: A Pot Still-forward whiskey curated by Head Distiller Brian Nation.

"As a distiller, I wanted to capture the beauty and character of the distillates. I created a whiskey with the smooth mouthfeel of pot still whiskeys, combined with the soft buttery sweetness and gentle fruit notes of grain whiskey." – Brian

Nose: From Floral Perfume, through Fresh Herbs, to Lively Spices, this special selection of distillates shows how the subtle delicate sweet notes of Irish Grain Whiskey complement the more robust character of the Irish Pot Still Whiskey.

Taste: Starts off with Barley sugar sweetness progressing to a hint of Cinnamon, even a touch of Licorice. A vibrant note of Mandarin Orange appears alongside the nuttiness of Ground Almond.

Finish: Stays light and zesty with Barley making a late appearance.



The Blender's Dog Product information

JAMESON
IRISH WHISKEY

Product proposition: A perfect balance between floral and spice notes curated by Head Blender Billy Leighton.

"I wanted to create harmony and complexity, an infusion of flavours that perfectly fills your mouth and nose. My whiskey has a rich creamy mouthfeel, with the sweetness of butterscotch, giving way to the prickle of spices and tannins." – Billy

Nose: From light Citrus to Pineapple, Mango and Kiwi notes then add some Figs and Dates. A touch of Walnut leads into the contribution of the seasoned American Barrels and Spanish Butts, Vanilla and Toasted Oak.

Taste: A Rich Round Creamy mouthfeel, with the sweetness of Butterscotch, giving way to the prickle of the Pot Still Spices. Succulent fruit brings the perfect balance as Charred Oak with some subtle tannin add to the complexity.

Finish: Exceptionally long as the luscious fruit is slow to fade.



The Cooper's Croze

Product information

JAMESON
IRISH WHISKEY

Product proposition: A perfect balance of floral and spice notes curated by Head Cooper Ger Buckley.

"As a fifth generation cooper I've created the Croze to celebrate my love for wood and its enormous versatility. My whiskey reflects the spectrum of flavours contributed by the variety of cask types, from sweet vanilla to rich fruits and toasted wood."
– Ger

Nose: A subtle Flower Petal perfume develops into Rich Ripe Fruits, whilst some Charred Oak and Cedar wood bring balance and complexity – a seamless infusion of American and Spanish Oak character.

Taste: The initial impression is from the Sweet Vanilla of the American ex Bourbon Barrels. This brings added depth to the Rich Fruits typical of the ex Oloroso Sherry Butts. A pleasant touch of Hazelnut and Toasted Wood compliment the Pot Still Spices.

Finish: Pleasantly long with Vanilla Sweetness slowly fading to Barley Grains with a touch of Oak Char.



The Whiskey Makers Series

Design details

JAMESON
IRISH WHISKEY

NAMING

We believe that craft is the combination of a unique set of "who-what-how": the makers, their skills and their tools. The Whiskey Makers Series is named after the Makers' tools, the tangible connection between the person and the skill. The tools symbolise the world of craftsmanship in a concrete and realistic way. They provide a glimpse of the craft itself, and invite consumers to learn more about the makers and their world.

JAMESON THE COOPER'S CROZE



THE CROZE

The Croze is a tool used for making the groove into which the head of the cask or barrel is positioned. To use a croze correctly, many years of practice are needed.

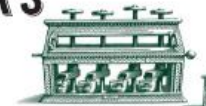
JAMESON THE BLENDER'S DOG



THE DOG

The Dog is a tool used by the blender for collecting whiskey samples by being lowered into a cask. The name was given to it by the rascals of the past, Billy says with a smile, who would keep one with them to take some whiskey home at the end of a long day. It was the blender's most loyal friend, following him around like his favourite dog.

JAMESON THE DISTILLER'S SAFE



THE SAFE

The Safe symbolises the skill of the distiller to exactly direct and separate the spirit from low wines and feints. It's called the Safe because it used to be firmly locked to prevent people from siphoning off spirits to avoid paying duty on the alcohol.

THE CRAFTSMAN'S PERSONAL TOUCH

The fingerprint, the craftsman's personal touch, is the brand's super premium detail



ILLUSTRATIONS

The illustrations are inspired by copper engravings, traditionally used instead of photos. The hand drawn illustration reflects the craftsmanship of the whiskey. The design uses original illustrations created by David Rooney, a renowned Irish illustrator. David's unique and honed technique capture the spirit of the Makers perfectly.

