



## McConnell's Irish Whisky (Belfast Distillery Co Ltd)

Ambient

### Background

McConnell's Irish Whisky is a brand that dates back to 1776 and thanks to its re-launch by Belfast Distillery Company it is once again finding great success across the city of Belfast and across Northern Ireland. McConnell's was Born in Belfast, one of the world's great industrial cities, and will be synonymous with the city for many decades to come. Indeed, whiskey was once one of Belfast's premier industries, back in the 1800's it produced more whiskey than any other city on the island of Ireland. The team at Belfast Distillery Company is intent on restoring this great tradition through the re-launch of McConnell's and the construction of McConnell's Distillery and Visitor Experience in the heart of Belfast. McConnell's 5-Year-Old Irish Whisky and McConnell's Sherry Cask Finish are winning international awards and building the profile of our portfolio in global spirits markets

### Export Markets

Our two current expressions are available in nearly 30 markets across the globe. The most important market for Irish Whiskey is USA, and McConnell's Irish Whisky is available in all 50 States via our import partner, Coney Brands. Also in North America, we are available in several key Canadian provinces including British Columbia, Alberta, Ontario, Nova Scotia, and Prince Edward Island. Closer to home we are building a very strong business in NI, with great support from the industry in both On and Off Trade plus expanding distribution into ROI and GB markets. We have secured strong partnerships across key markets in Europe and we are starting to grow our footprint in Asia and Africa. Finally, we are available in over 1200 stores across Australia which is one of our most important exports markets.

## McConnell's Distillery & Visitor Experience

Our shareholders have invested in this once in a lifetime opportunity to not only restore a legendary whiskey, but also a legendary building. Crumlin Road Gaol is one of Belfast's most historic buildings, dating back to the mid 1800's and our plan is to build a fully operational distillery and visitor experience within this listed building – that's no easy task. When opened the new distillery will extend over three floors offering 1,000 sq. m. of distilling floor-space and 1,700 sq. m. for the visitor experience. We will have capacity to distil 500,000 litres of pure alcohol every year and welcome over 100,000 visitors plus employ circa 50 people in an area of Belfast that will greatly benefit from our investment. J&J McConnell's Distillery and Visitor Experience will be among the major tourist spots in Belfast, adding value to the established destinations such as Titanic Belfast, Ulster Museum, as well as the social venues across Belfast, a city renowned for its' great hospitality.

Without doubt, J&J McConnell's Distillery and Visitor Experience will be a unique destination for visitors from near and far providing a state of the art distillery with an unbelievable whisky experience and becoming the home of McConnell's Irish Whisky – almost 250 years after the brand was first born in Belfast.

## Product Range

McConnell's 5-Year-Old Irish Whisky

McConnell's Sherry Cask Finish

## Customers

Our two current expressions are available in nearly 30 markets across the globe.

## Awards held

- DBSB Spring Tasting 2023 (The Spirits Business): McConnell's Irish Whisky 5 Year Old and Sherry Cask Finish awarded Gold medals in the Irish Blended Whiskey category.
- San Francisco Spirits Competition 2023: McConnell's Irish Whisky 5 Year Old Blend awarded a gold medal.

## Contact this supplier

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## Image Gallery







