



THE CRAFT IRISH
WHISKEY CO.

X

MJ·JONES

X

SWM

PRESENTS

THE AODH

SINGLE MALT IRISH WHISKEY



THE AODH

CAPTIVATING. HEDONISTIC. SEDUCTIVE.

An exclusive release of just 88 bottles. Fusing ultra-rare whiskey with technological innovation, our latest release is one of near-mythical standing.

CATEGORY:

Ultra-Rare Single Malt
Triple Distilled
Triple Casked

DISTILLED:

1991

VOLUME:

70cl / 700ml

RELEASE DATE:

88 Bottles

ORIGIN:

Ireland

PRICE:

€80,000



A' Design Awards 2022:

Bronze Limited Series Award
First Ever Whiskey to Win the Category



THE AODH

ULTRA-RARE WHISKEY

A whiskey of near-mythical rarity; a bottle of futuristic brilliance. A dance of cask, time and skill to craft a whiskey of daring character, presented in a bottle that draws on technological innovation to elevate and astound.

With only 88 bottles ever released, The Aodh is a never-to-be-repeated Irish whiskey of exceptional rarity. Drawn from two small, custom-built Sherry Oloroso barrels, one of 50l and another of just 40l, The Aodh spent almost two years absorbing the notes of maple syrup, warm spice and dried fruit. The depth of flavour imparted by such small barrels compared to the standard 200l barrel, is a defining characteristic of our rare releases and a mark of their exquisite quality.

A magical synergy of those two barrels - no. 1480 and 1481 sat side-by-side in perfect conditions - has produced a single malt of legendary flavour; rich, deep, dark, delicious. For a whiskey to spend so long in its finishing barrels is almost unheard of, but dedicating that time and expense has brought the world a whiskey that defies convention. A whiskey rooted in mythology, of almost mythical perfection.



THE AODH

ROOTED IN MYTHOLOGY

Derived from the Old Irish for fire, Aodh is the legendary god of the underworld and eldest son of Lír, but also holds a place in Irish mythology as a captivating, hedonistic seducer. With the whiskey's rarity adding its own mythological character, The Aodh draws on these legends to tell its story.

Just like its namesake, The Aodh demands attention and adulation. Presented in a spellbinding spiral of gold, precious stones and glass, but with an innovative technological design that elevates it beyond the everyday, The Aodh is desired by all who look at it.

Yet this ultra-rare whiskey is destined only ever to be owned by a rare few, with just 88 bottles released of the most opulent triple distilled Irish single malt.



THE AODH

A REGAL ELEGANCE

As one of the Children of Lír, Aodh was cursed by his stepmother to spend 900 years as a swan and it is these sinuous curves that inspire The Aodh's graceful form. Just as the legendary Aodh was imprisoned in the body of a swan, so The Aodh is trapped in the exo-skeleton that winds its way around the bottle in swan-like elegance.

This layered, circular winged chassis locks the bottle in place, the royal purple and gold detailing of the arms offering a hint of the exquisitely rare and regal liquid they protect. Opened by a subtle touch sensor on the brass base, the arms unfold in a fluid, graceful movement, freeing the bottle only to the favoured few and bewitching the beholder, just as Aodh was himself bewitched.



THE AODH

A GOD OF THE UNDERWORLD

As the Prince of the ‘daoine sídhe’, Aodh commands a mythical group said to have descended from fallen angels. In its dramatic interplay of dark and light, night and day, The Aodh inhabits a world of darkness and glamour, where lights are low and passions soar. Drawing on this mysticism, it tells of a time after dark, its form a mesmerising helix that bewitches and enchants.

The Aodh’s stand illuminates the bottle from behind, the opal LED trim sending golden beams spinning through the whiskey before dancing off the mirrored surface of the frame. Harnessing the interplay of day and night, the polished golden curved surfaces reflect the light, while the textured and knurled details absorb it, generating a glow that places The Aodh firmly in the spotlight.



THE AODH

AN INTIMATE ENCOUNTER

The custom-made bottle continues this almost ethereal quality. While held securely in place when the claws are closed, once the button has been pressed and the cage opens, the bottle is completely freed.

The base of the bottle is designed in such a way that it cannot be put down. It must be either held in its display stand or passed between users, fostering an intimate exchange between drinkers.

The knurled gold shackle highlights the geometry of the neck, while inset gemstones tell of exclusivity and desirability. Gold-finished trim spirals around the vessel, creating a tactile connection between hand and bottle. Frost cuts on the neck and base send the light dancing across the surface, attracting attention from all around.



THE AODH

FORGED FROM FIRE

Just as Aodh is derived from ‘fire’, so The Aodh’s precious single malt is protected by volcanic stone. The bottle is stoppered with the now-iconic obsidian closure that has come to represent The Craft Irish Whiskey Co., while precious stones stud the brass base of the stopper to create an opulence befitting a whiskey of such luxury.

But setting it apart from its peers, The Aodh conceals a secret compartment in its closure. In a groundbreaking partnership with famed, trailblazing jewellery house, MJ Jones, each bottle of The Aodh will feature a bespoke ring, numbered 1-88 to link with the bottle’s individual mark. The closure can be opened and the ring removed without disturbing the seal, allowing The Aodh to become an occasion in itself and making it a true one-of-a-kind.

The Aodh’s elite group of owners will also access membership of The Craft Circle, an ultra-exclusive Private Members Club with a raft of bespoke benefits to be revealed in due course.



THE AODH

MJ JONES X THE CRAFT IRISH WHISKEY CO.

MJ Jones is an ultra-desirable jewellery brand, designing and creating bespoke, one-of-a-kind watches and jewellery for UHNWI, professional footballers and international royalty. Like The Aodh, MJ Jones fuses technical form with precious stones, creating unique pieces that showcase personality and innovation.

The unique ring created to accompany The Aodh is crowned with the iconic logo of The Craft Irish Whiskey Co. in 18 carat gold, securing the hermetically-sealed whiskey capsule within. A dual band, crafted in silver and finished in the signature MJ Jones black armour, features the unique edition number engraved onto the side profile. The ring is completed by a halo of vibrant amethyst stones and a single natural diamond set within the logo of The Craft Irish Whiskey Co.

Just like The Aodh, each ring is cloaked in significance and meaning. Representing belonging, legacy and purpose, it's an heirloom to be passed down the generations.



THE AODH

A TASTE OF SEDUCTION

The Nose: A rich mahogany in colour, The Aodh captivates with a tantalising aroma of honeycomb and salted caramel ice cream on the nose, balanced with a hint of new cowhide, candied apple and orange peel.

The Palate: A silken touch from the first sip, with no ethanol burn to detract from the rich layers of flavour. An explosion of Vermont maple syrup on the front palate flows into the mid-palate where notes of leather and Belgian chocolate melt into a complex burst of dried fruit and warm spice on the back palate and a long, deep finish.

Mouthfeel: A seductive silkiness, reminiscent of a fortified wine, develops into a decadent creaminess on the back palate and delivers a perfect warmth to the chest.



THE AODH

A RARE WHISKEY FOR A RARE FEW

While inspired by Ireland's rich mythology, The Aodh looks firmly to the future. Its elegant, luxurious silhouette nods to the traditional craftsmanship of previous award-winning releases, but offers an experience unlike any other. The ultra-rare single malt was matured with the same intention, drawing on The Craft Irish Whiskey Co.'s skill and willingness to push boundaries to craft a whiskey of unsurpassed flavour and bewitching complexity.

Further exclusive details will be released soon. Speak to a Craft Director today to secure your bottle of The Aodh before all others.



THE AODH

LUXURY STATEMENT

Luxury, mythology and beauty are merged together in this exclusive release, bound to greatness and revealing, even before its official debut, to be, more than the ultimate experiential product, but an artistic statement, highly acclaimed worldwide.

Recognized as one of the most luxurious limited editions in the world, The Aodh is the very first whiskey in History to achieve the highly acclaimed Limited Series A'Design award.





THE CRAFT IRISH
WHISKEY CO.

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