



THE CRAFT IRISH
WHISKEY CO.

PRESENTS

The
Taoscán
SINGLE MALT IRISH WHISKEY

2021 Release

PORT & CHESTNUT
4000 BOTTLE RELEASE



THE CRAFT IRISH WHISKEY CO.

THE TAOSCÁN

Inspiration: The Design

Reinventing and developing the ultimate whiskey bar experience – this was the one and only concept behind The Taoscán, and one of the greatest challenges in disrupting tradition whilst creating the perfect tasting experience.

Opposite to the experience boxes launched in the past, the vision behind The Taoscán focuses on allowing the total optimisation of an immersive and luxurious whiskey tasting experience. Throughout the development of this visionary solution, the goal was always to create this experience especially focused on bars and private venues, with everything associated with a fully immersive whiskey tasting compiled into one single product. Therefore, every single element was not just collated, but specifically designed for this product, from the bottle to the glasses, pipette or coasters. Every single detail had to complement each other, fulfilling the user with the ultimate experience, allowing a person to fully enjoy the whiskey without any external accessories.

The main challenge in creating The Taoscán was to design a product that could, at the same time, provide all the components needed for the perfect whiskey tasting, and remain luxurious and easily interacted with. The goal was to see The Taoscán as an entire experience, instead of a closed box revealing just a bottle and the accessories are mere attachments. Here, the entirety of the product and their components matter, as only by using all of them we have the ultimate tasting experience.



THE CRAFT IRISH WHISKEY CO.

THE TAOSCÁN

Inspiration: The Design

With that in mind, the solution was to go to the core concept of packaging, display, interaction, usage and ergonomics, where the usual 6-sided box being stripped down to its structure, keeping a steady base tray with specific slots for each one of the components that create this experiential moment, whilst creating a structure, a minimal frame that holds and encapsules the full products together, without ever hiding them behind surfaces and cladding, making The Taoscán the first ever whiskey tasting 360 degree design, accessible from any angle, visible and reachable from any angle, making itself the centrepiece, the focus of all attentions, where toasted oak shades blend with fine copper lining, reflecting the rich whiskey shades and taking the user back to the distilling stage of the whiskey.

Even the limited-edition display case has the same consideration, as a fully clear casing, allowing The Taoscán to be displayed like as if inside a gallery, with the angled geometry of the copper frame elevating the shape of the bottle, bringing it up front, closer to the viewer's eyes and ultimately, palate.



THE TAOSCÁN

TIMELESS. EXPERIENTIAL. THEATRICAL.

Experientially Designed

This is not a whiskey to hide away in a dusty corner of the drinks cabinet. The Taoscán is different. This is a whiskey to take centre stage, stealing the limelight and drawing a crowd. Skillfully designed by the award-winning designer, Tiago Russo, The Taoscán offers every element for the perfect pour. The walnut wood stand and copper detailing draw inspiration from the cooperage of barrels. The Finn glasses are scientifically designed to enhance the whiskey's flavours. The copper and glass pipette delivers the optimum droplet of spring water from Ireland's granite and limestone mountains to release the full complexity of its rich notes.

An iconic heirloom

To stand out from the crowd you need to be extraordinary. And The Taoscán is no ordinary whiskey. You won't see it on shelves or in the drinks cabinets of friends. There's no whiskey on earth like it.

For the man or woman in your life who has everything, The Taoscán is a one-of-a-kind. From the exquisite surrounds conceived by an award-winning designer to the unique whiskey finished in Port and French Chestnut casks, The Taoscán is a gift of unparalleled thought and beauty.

The joy of that first glimpse of the leather handle and the copper stems as they unwrap the skillfully designed stand on Christmas morning will only be surpassed by that first sip of the whiskey. For the connoisseur, The Taoscán is a unique addition to their collection, and an heirloom to treasure.



THE EXPERIENCE BOX

A MOMENT OF THEATRE FOR DISCERNING CONNOISSEURS

The Stand

The Taoscán's stand was conceived to allow the drinker a full view of the amber liquid and its elegant accompaniments. Designed by the award-winning designer behind The Devil's Keep, The Emerald Isle and The Brollach, it offers a perfect single serve for the connoisseur at home or the drinker in the finest bars.

A graceful, refined design, the walnut wood of the base calls to mind the rich, dark tones of an elegant bar, while the copper stems and detailing honour the cooperage of barrels and the tones of a distillery. The leather handle and copper stems allow it to be lifted down from the top shelf and placed in front of the drinker, with a Finn glass, carafe of spring water, copper and glass pipette and a solid metal coaster sitting alongside the bottle to provide the perfect pour.

The Bottle

The stretched octagon of the base opens up into a masculine silhouette. Topped with dark obsidian, and with copper details, the sensation is one of warmth and elegance.



THE EXPERIENCE BOX

A MOMENT OF THEATRE FOR DISCERNING CONNOISSEURS

The Finn Glass

The Finn Glass has been scientifically designed to elevate the whiskey drinking experience to the heights demanded by the exceptional flavour profile of our whiskeys. Eighteen months of scientific research were poured into the design, with the aim of removing the ethanol molecules that burn the nose and inhibit the aromatic enjoyment of the whiskey. With 80% of our experience of taste coming from smell, removing these ethanol molecules allows the full flavour profile and rich, deep, dark notes of the whiskey to come to the fore.

Soda-lime glass was chosen for its amorphous composition; the constant flux of the molecules within the glass allows for better absorption of the ethanol molecules. The design plays on gravity and geometry to enhance the absorption of the ethanol into the soda-lime glass. At the base, a conical depression - 'the Vortex Point' - encourages the liquid down and creates a tornado-like effect that spins the molecules out to the walls where they can be absorbed into the glass. The chicane-like curve slows their movement, allowing even more to be absorbed, while the reminder are encouraged out of the glass by the divergent rim.

In removing the ethanol molecules, the flavours are given the limelight. The drinker can detect more of the phenolic compounds and deep dark flavours that would otherwise have been hindered by the overpowering ethanol. From the initial inhalation of the aroma to the last sip, the flavours are as they were intended; richly complex, intriguing, and vibrant.



THE EXPERIENCE BOX

A MOMENT OF THEATRE FOR DISCERNING CONNOISSEURS

Spring Water

A carafe of Irish spring water, filtered through layers of limestone, granite and basalt, accompanies the whiskey. A drop or two opens up the flavours of the whiskey, drawing the guaiacol compounds to the surface and allowing you to experience the flavour and smell they impart.

Glass and Copper Pipette: To allow a perfect droplet of water to be added to the whiskey, we put the same determination and time into designing our pipettes as we had the glasses. The textured handle allows the pipette to sit securely in the hand. The elegant lines and copper detailing echo the grace and craftsmanship of the stand, honouring the skill of cooperage and evoking the colours of the distillery.

Obsidian Whiskey Stones: Our whiskey stones are crafted from obsidian, a volcanic glass formed by lava. They may have been forged from fire, but they cool to an optimum temperature without diluting the whiskey's rich flavours. Carefully crafted and adorned with the emblem of The Craft Irish Whiskey Co., the stones add a dash of drama and exclusivity.



RARE WHISKEY

AWARDS

The Taoscán, this latest release was awarded by The Spirits Business Design & Packaging Masters 2021, the highest award - a Masters Award.

As if it were not enough, this impressive design won a Luxury Packaging Design Award 2021 by iLuxury Awards. In 2022 The Taoscán won an award from World Whiskies Awards.

The Taoscán was designed for the finest bars and restaurants, stealing the limelight on the bar. The skillfully designed stand and its accessories offer the perfect single serve, its open, 360° design allowing it to be viewed from every angle, inspiring envy from everyone else in the bar. As the judges have shown with this award, that envy will be deserved. The walnut stand, the elegant copper stems that lead up to a leather handle, the obsidian top; every part of the design is the pinnacle of design excellence.



The Spirits Design Award 2021:
Master Award 2021



World Whiskies Awards 2022:
Single Malt
Silver



iLuxury Awards 2021:
Luxury Packaging Design Award
Luxury Drinks Design Award



A' Design Awards 2022:
Gold Packaging Award
Best Single Serve Whiskey Experience





THE CRAFT IRISH
WHISKEY CO.

www.craftirishwhiskey.com

[@craftirishwhiskeyco](https://twitter.com/craftirishwhiskeyco)

Sales@craftirishwhiskey.com

Partnerships@craftirishwhiskey.com

London

51a George Street
TW9 1HJ

+44 (0) 20 8077 3632

Dublin

20 Harcourt Street
D02 H364

+353 (0) 1437 8570

Lisbon

R. Dr. Jose Joaquim de Almeida
Ed. Parque Oceano, 3-i

2780-322, Oeiras