



THE CRAFT IRISH  
WHISKEY CO.

---

PRESENTS

ÉRIMÓN

# THE ÉRIMÓN GLASS

---

## THE GLASSWARE

Our glassware was conceived to elevate the nosing and tasting experience to the heights demanded by the complex flavour profiles of our whiskeys. Eighteen months of scientific research were poured into the design, resulting in whiskey glasses that have revolutionised the experience.

With smell responsible for around 80% of taste and the experience of flavour, the focus when designing the glassware was to remove the ethanol vapour that hinders this experience. By triggering the nerves in the nose and creating a burning sensation, this vapour detracts from the true flavours and enjoyment of the whiskey.

In removing and lessening the effect of the ethanol, the whiskey drinker can appreciate the full complexity of flavour and layers of taste generally masked by the vapour.





# THE ÉRIMÓN GLASS

---

## THE MATERIAL

This process begins with the material. For the majority of the glassware, soda-lime glass was chosen over the more common crystal or borosilicate as its amorphous molecular structure allows it to absorb the ethanol, leaving less vapour for the nose. The molecules in soda-lime glass are in constant movement, meaning it more readily absorbs the ethanol vapour from the liquid.

The design of the glass itself was built around soda-lime's capability to facilitate the greatest absorption of the vapour by the glass.





# THE ÉRIMÓN GLASS

---

## THE VORTEX POINT

The design of the glassware plays on gravity and geometry to enhance the absorption of the ethanol vapour into the soda-lime glass. At the base of the glass, a conical shaped depression sits, waiting for the whiskey to be poured.

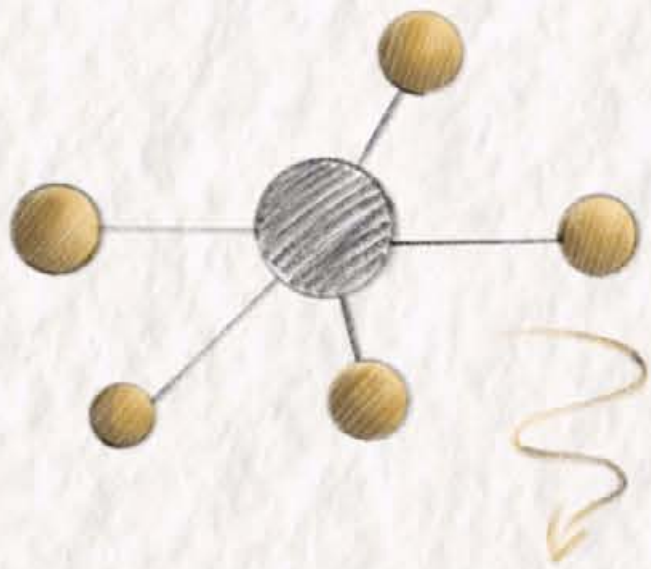
Once the liquid hits that ‘Vortex Point’, it creates a swirling tornado, spinning the ethanol down to the base and out to the sides of the glass where the vapour can be absorbed into the walls. It may be a small design element, but it epitomises the thought and attention to detail that goes into every element of our whiskeys and the experience.





# THE ÉRIMÓN GLASS

## THE DESIGN



1. Soda lime glass



2. The Chicane



3. The Divergent Rim



4. The Vortex Point



5. The Bulb





# THE ÉRIMÓN GLASS

---

## THE DESIGN

The bulb design complements and encourages this dissipation of the vapour. Where a straight-sided glass would allow the ethanol to travel unchecked to the nose, **the bulb shape creates more wall space for the ethanol vapour to be transferred to.**

The Vortex Point encourages the ethanol down to the base of the glass, while soda-lime glass allows the base to be thicker, as it is here that the amorphous structure is more active.

**The thicker base also provides a more enjoyable ergonomic experience for the drinker.**

This feature prevents too much heat passing from hand to liquid which can affect the molecules and subsequently the flavour of the whiskey.



# THE ÉRIMÓN GLASS

---

## THE DESIGN

As the aroma continues its journey up the glass, **the bulb arches in-and-out in a chicane-like curve.**

Just as a chicane in motorsports forces the cars to slow, so the chicane on the glass slows the movement of the ethanol. In doing so it allows the glass time to absorb more of the vapour as it makes its way towards the nose.

A divergent rim along the top forces any remaining ethanol to disappear over the edge. All that is left are the phenol compounds - guaiacol, eugenol - and the **pure whiskey notes built up over the years and decades of the spirit's time in its barrels.**





# THE ÉRIMÓN GLASS

---

## EVOKING THE SENSES

In removing the ethanol vapour and subsequent burn, the experience has been transformed.

From the initial inhalation of the aroma to the last sip, the flavours are as they were intended; **richly complex, intriguing, and vibrant.**

The drinker can detect more of the phenolic compounds and deep dark flavours that would otherwise have been hindered by the overpowering ethanol.





# THE ÉRIMÓN GLASS

---

## THE ULTIMATE TASTING EXPERIENCE

The Érimón was designed as the ultimate tasting glass for the whiskey aficionado. Every element has been carefully conceived to allow the drinker to taste and nose the whiskey, creating the perfect experience for the connoisseur. The stemless design allows the drinker to cradle the glass in the palm of the hand, bringing it to the nose with control. The thicker base ensures that this contact between hand and glass has no effect on the temperature of the whiskey.

The Vortex Point, bulb design, chicane and divergent rim come together in perfect symbiosis to remove the ethanol vapour, ensuring the drinker can detect every layer of flavour and aroma that have developed through decades of time, craft and skill.

For the whiskey connoisseur, the Érimón raises the tasting experience to a level demanded by whiskeys as refined and complex in their flavour profile as those from The Craft Irish Whiskey Co.







THE CRAFT IRISH  
WHISKEY CO.

[www.craftirishwhiskey.com](http://www.craftirishwhiskey.com)

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

[Sales@craftirishwhiskey.com](mailto:Sales@craftirishwhiskey.com)

[Partnerships@craftirishwhiskey.com](mailto: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