



THE CRAFT IRISH
WHISKEY CO.

PRESENTS

FINN

THE FINN 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 FINN 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 FINN GLASS

THE VORTEX POINT

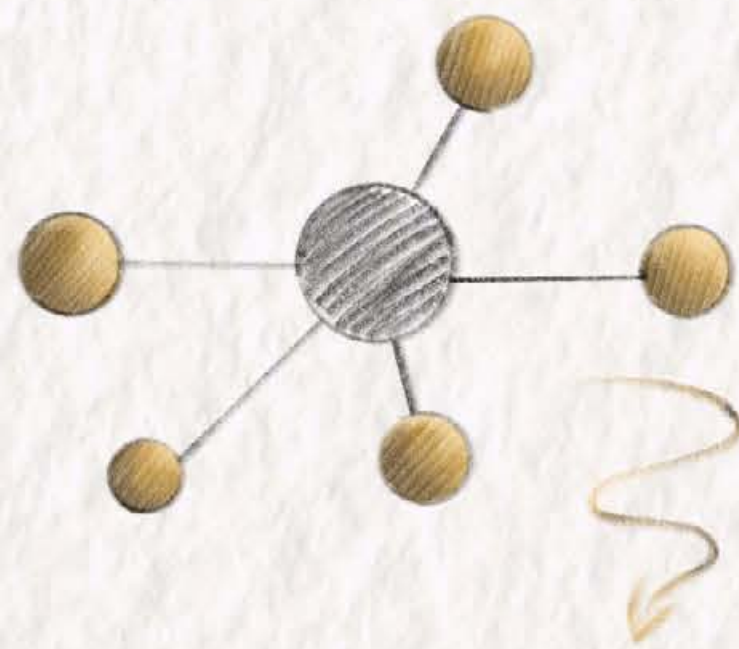
The design of the glassware plays on gravity and geometry to enhance the absorption of the ethanol vapour into the soda-lime glass. At the base of the glass, a conical shaped depression sits, waiting for the whiskey to be poured.

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 FINN GLASS

THE DESIGN



1. Soda lime glass



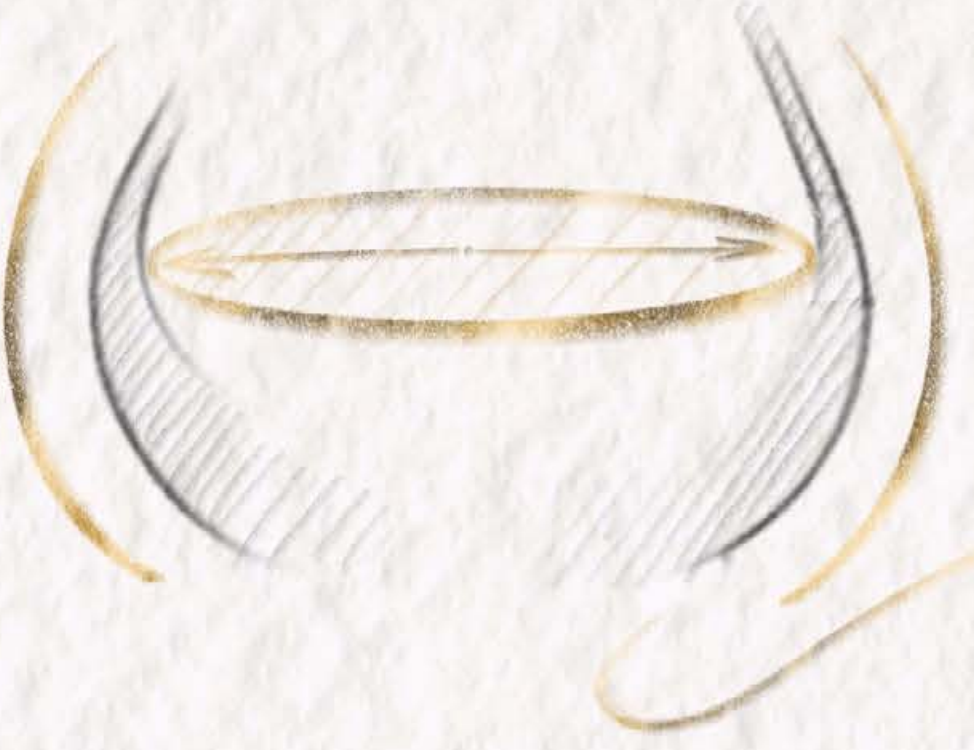
2. The Chicane



3. The Divergent Rim



4. The Vortex Point



5. The Bulb

THE FINN 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 FINN 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 FINN 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 FINN GLASS

THE ULTIMATE TASTING EXPERIENCE

Like the Érimón, the Finn glass draws on science and geometry to craft the perfect whiskey glass. Yet where the Érimón leans towards the tasting and nosing of whiskey, the Finn has been designed for the social whiskey drinker.

As with the Érimón, the soda-lime glass works with the Vortex Point and the bulb-shaped design to remove the ethanol vapour from the whiskey. The tornado effect created by the Vortex Point sends the molecules out to the edges of the Finn where they can be better absorbed by the soda-lime glass. Without the burn of the ethanol the drinker can fully appreciate the rich, rounded, complex spectrum of flavour and aroma that come together in a perfect balance.

Where the Érimón has a deep base to allow the drinker to bring the whiskey up to the nose with greater control, the Finn was designed with a stem, offering the perfect glass to raise a toast or to sit in convivial company with a whiskey in hand, without the heat of your palm passing to the glass.





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