



THE CRAFT IRISH
WHISKEY CO.

THE MULONG

SINGLE MALT IRISH WHISKEY
2024 YEAR OF THE WOOD DRAGON EDITION

THE MULONG

SINGLE MALT IRISH WHISKEY

An homage to the Year of the Dragon, and the Wood Dragon itself, The Mulong is a symbol of immersion, a journey of discovery, an elevation and tribute to Chinese culture, values and mythology.

Capturing and bottling the symbolism and values of the Chinese Dragon, this journey starts with a vessel that embodies the details of this mythical creature, merging wood and metal detailing to generate a slow reveal, a sensorial experience in a moment to appreciate one of the finest whiskeys on earth.



THE MULONG

RESEARCH & DEVELOPMENT

There is no Mulong without a deep dive into the Chinese zodiac and all the cultural values directly linked to the mythology and mysticism of each and every single element of the Year of the Dragon.

The iconography, the symbolism, the meaning, the proverbs, and ultimately, the core values of the Wood Dragon, all present in The Mulong are the core basis to all the R&D and design process of this uniquely crafted experience: attention to detail is present on every single element of this experience.



THE MULONG

DESIGN PROCESS

To pay a tribute, the ultimate homage, an incredible amount of dedication and immersion into Chinese culture, values and mythology is mandatory from the very first second of the design process.

The Mulong aims to bring an elevation of the entire perception of The Year of The Dragon, associated with a whiskey and sensorial experience that truly brings an intimate, perfected moment to the users that have the opportunity to unleash the good fortune and powers of The Mulong.



THE MULONG

INSPIRATIONAL

Directly inspired and paying the utmost homage to the Chinese Year of the Dragon, The Mulong takes its core elements and features from Chinese culture and Design, where ancestral mahogany work merges with metallic patterns and secret partitions, creating a memorable discovery of every single detail within this whiskey.

With 2024 being highlighted as the year of the Wood Dragon, The Mulong takes its direct approach and correlation to the wooden elements and symbolism present in the craftsmanship of the whiskey therein.



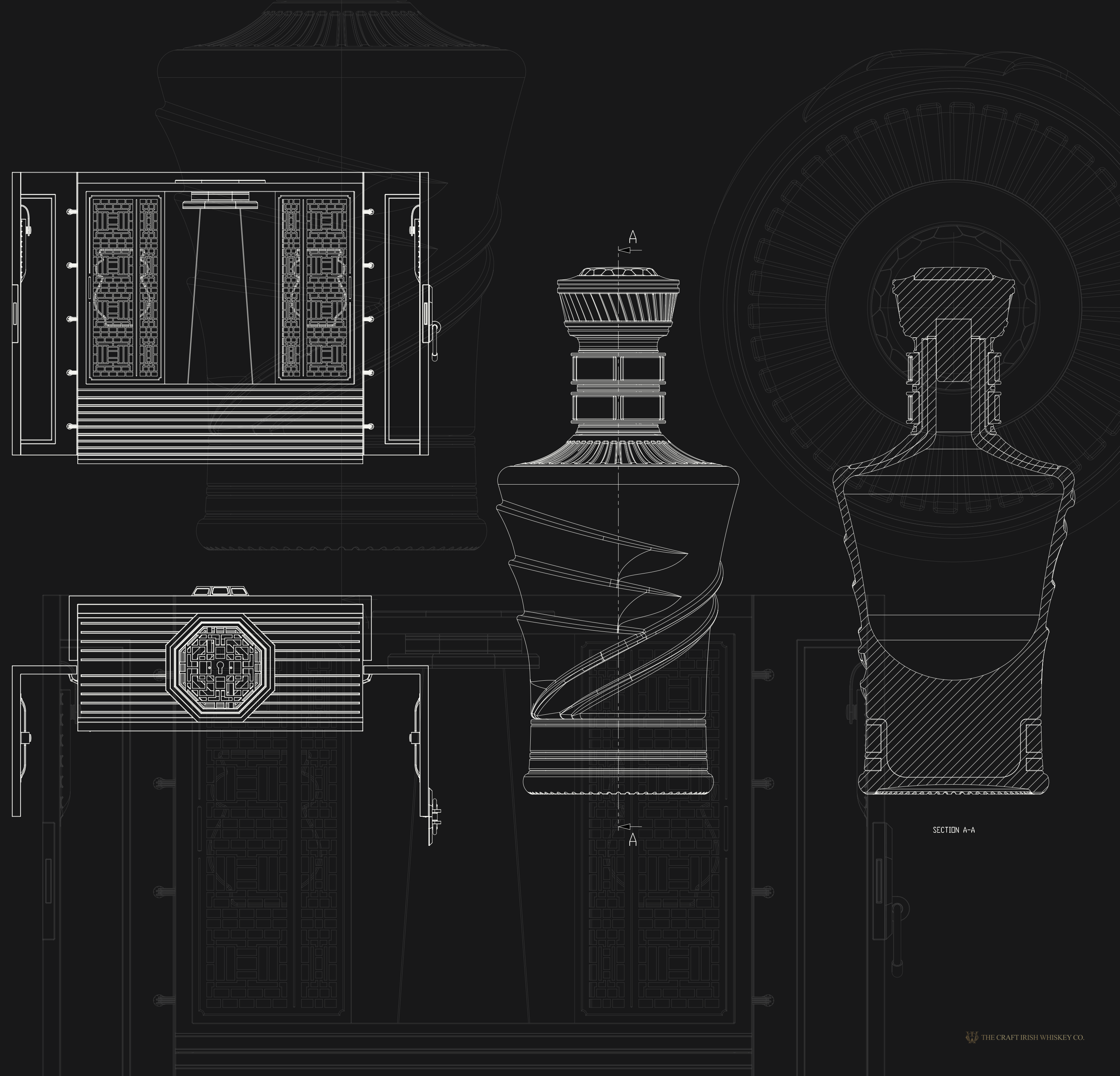


THE MULONG

TECHNICAL SPECS

Wooden components were added to the bottle structure as a direct homage to the Wood Dragon and the casks used to create The Mulong whiskey.

To balance them, metallic trims inspired by Chinese patterns reflect the temple structure at the top of the bottle, where a closure is inscribed with words of positive value, that have to be rotated into a certain pattern in order to unleash the closure itself. The box further extends this process, where hidden keys unlock the bottle holder and riser itself.



THE MULONG

USER EXPERIENCE

Once the key is extracted from the hidden partition within the dragon in the back of the experience box, that same key will start the unlocking of all of The Mulong's secrets.

Opening the front doors through its traditional handle, the user can immerse upon the detail of this temple of meaningful, sensorial mythology. Sliding the partitions to remove the items, one must now unlock the upper lock to unleash the bottle and its sheer powerful presence, creating the ultimate experiential moment.



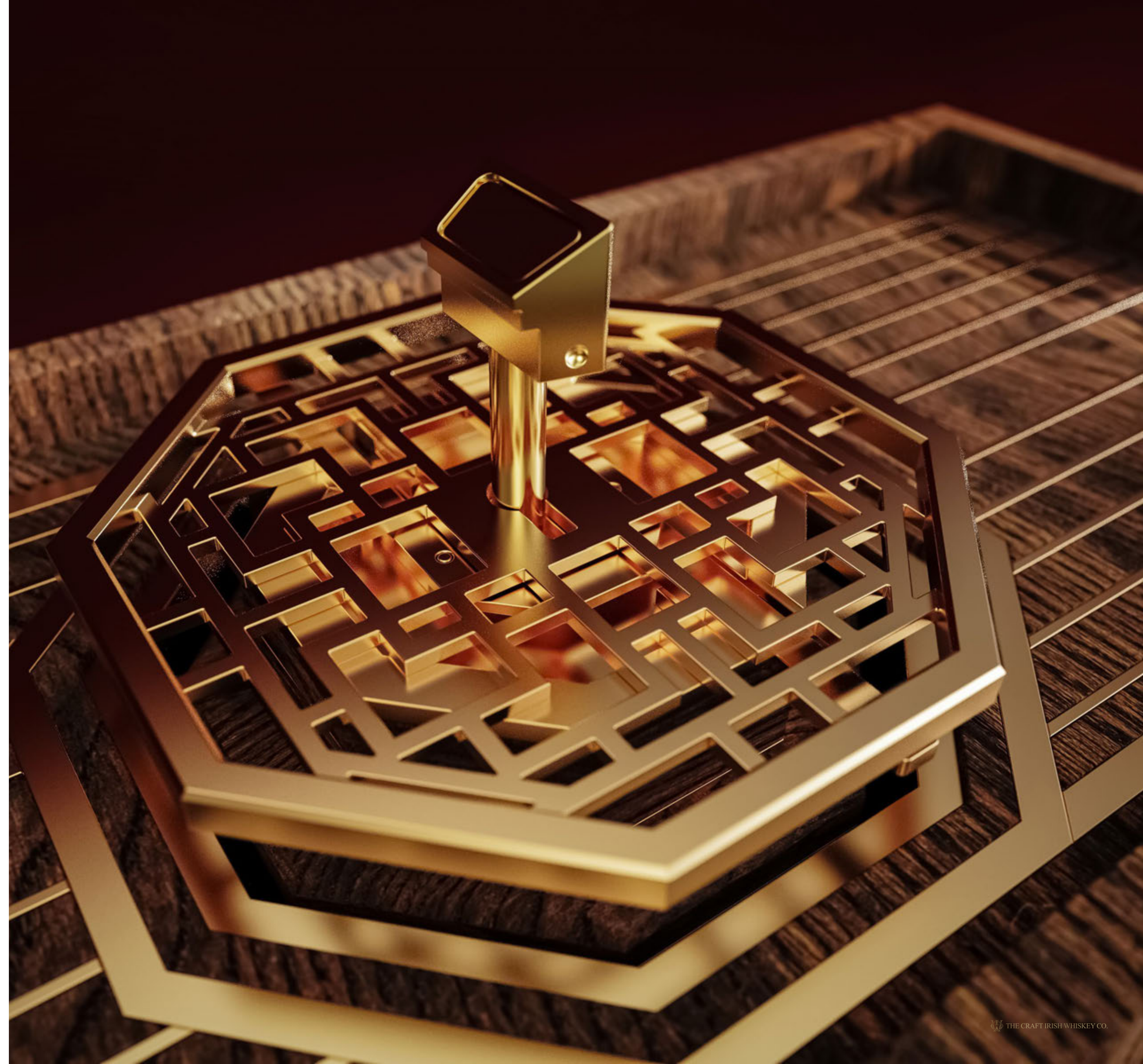


THE MULONG

DESIGN DEPLOYMENT

Idealised and studied for over a year, The Mulong was a discovery of traditional Chinese elements that could be integrated and crafted into the utmost contemporary design.

Its core development duration has been directly related to the research towards the immersion and homage into all the meaningful assets of Chinese culture, in a respectful tribute that creates a parallelism into the dedication and craftsmanship poured into the creation of such a rare and unique whiskey inside.





THE MULONG

DETAILS

The closure is locked at the very top by a metallic mesh that hides away a red gemstone at the very top of the bottle.

Once unlocked, it can be removed and placed as a plinth to serve and elevate the bottle itself. Inside, the doors reveal the coasters and two partitions, that can slide and merge into a single pattern, to allow for the removal of either the glasses or bottle. Underneath, hidden away with the metal trims, two drawers reveal the accessories for the ultimate whiskey experience.





ERIMON, THE PERFECTLY
CRAFTED WHISKEY GLASS



