



THE CRAFT IRISH
WHISKEY CO.

PRESENTS

THE BROLLACH

SINGLE MALT IRISH WHISKEY



THE BROLLACH

A WHISKEY OF A LIFETIME

The Brollach tells the tale of a lifetime. A tale of family. Of Ireland.

A rare, inaugural release of just 661 bottles.

Double distilled. Matured in bourbon and French Oak Madeira casks.



THE BROLLACH

RARE. EXCLUSIVE. YOURS?

The latest release from The Craft Irish Whiskey Co., **The Brollach** builds on our tradition and history of crafting exceptional whiskeys and unparalleled experiences.

It combines the rarity and exclusivity of The Devil's Keep with the thoughtful and considered design that runs through both The Devil's Keep and The Emerald Isle, to create a whiskey of depth, complexity and character. But this is also a whiskey with a tale to tell. **A tale of family, of Ireland**, and of Irish whiskey's rise, fall, and resurgence.



THE BROLLACH

AN IRISH SOUL

Derived from *uisce beatha*, whiskey is, simply put, the ‘*water of life*’. It is as much a part of Ireland as the green grass we walk on and the endless skies that roll over our heads, dark and brooding one moment, dazzlingly blue the next. Just like Ireland, The Brollach is born of the earth, water, air and fire; as elemental as each and every one of us. **The Brollach is the embodiment of Ireland’s soul.**

From the Cooley Mountains comes fresh spring water, filtered through limestone, basalt and granite. The finest Irish barley, golden with promise, interplays with the water in an intricate balance of sugar and alcohol. **The Brollach spent its formative years in bourbon casks on Ireland’s southeastern coast**, the warm air offering the perfect climate to nurture the precious contents. Nothing else is required, save time, patience and an intrinsic appreciation for the perfect triumvirate of flavour, colour and aroma that signal the whiskey has reached its zenith.

A finish in French Oak Madeira casks added complexity and depth. Its flavours are intricate, leading the drinker on a vivid journey from nose to finish. Apricot and butterscotch on the nose call to mind a rich tarte tatin, while the palate of dark cherry adds an enlivening hit of sourness that melts into a dark chocolate which is altogether richer and more intimate, before mellowing into a lingering finish of caramelised banana.



THE BROLLACH

AN IRISH PATRIARCHY

The Brollach is a whiskey of a lifetime; inspired by the bond between a father and son and carrying the **vision and dreams of The Craft Irish Whiskey Co. founder, Jay Bradley, and his father, Shay.** Symbolising that bond, the double distillation brings a strength, just as the bond between father and son brings its own strength. Named for the O'Brollachan's, the ancient rendering of the Bradley name, The Brollach is the culmination of a search for a whiskey that would honour family and the bonds that tie us to one another.

The experience box pays homage to Shay's status as a master craftsman, displaying ancient techniques of leather and silver work that mark The Brollach as an heirloom to be passed down from father to son. The raw, heavy grained oak of the box charts the passage of time while the leather straps and silver buttons that hold the Finn glasses in place nod to ancient armoury techniques.



THE CRAFT IRISH
WHISKEY CO.

THE BROLLACH

AN IRISH HISTORY

Once the leading producer of the world's finest whiskeys, Ireland's rise, fall and rebirth has been as dramatic as the country's soaring cragged peaks and lush emerald valleys. A tale of highs that reach to the dappled grey clouds cloaking the mountains, and lows that swoop down to the central plains. A tale of empire, politics, history, world conflicts and a dedication to purity and unadulterated quality. There was a time during the 19th century when two-thirds of all whiskey sold in London originated in Ireland; by the tail end of the 20th century, production had shrunk to just a fraction of that peak.

Yet we see it now on the rise, soaring as if on the gentle winds that carry the crisp Atlantic airs across our emerald hills. The Brollach is a product of this turbulent history; born of a desire to see Irish whiskey's reputation restored. A desire to craft a whiskey of such exquisite flavours and undeniable quality that it would reinstate Ireland's reputation once more as the source of the world's finest whiskeys.



THE BROLLACH

THE EXPERIENCE

The Experience Box

A whiskey from The Craft Irish Whiskey Co. is never simply a bottle. We recognise that the whiskey drinking experience is one deserving of its own, carefully constructed, accoutrements. Designed by the award-winning Tiago Russo, the Experience Box is both an extension of the whiskey, and vessel for it, carrying the precious liquid and crafting the optimum conditions for its enjoyment.

Crafted from raw oak, the heavy grain of the box is angled to draw the eye to the stainless steel trim of the opening, tempting you to lift the lid and peep inside. Like peeling back the layers of history, a second box appears, crafted from the same natural oak. A window offers a mere glimpse of the prize inside, but opening the box reveals the treasure within; a dark, masculine suede frames the luxurious elements, which emerge as if from the mists of time.



THE BROLLACH

THE EXPERIENCE

The Bottle

Timeless, yet contemporary; The Brollach's determined, confident silhouette sits on an oak plinth, its might tenderly held by a soft brace about the neck. Solid and strong, the bottle protects the liquid gold within. Silver detailing and an engraved label continue the respect for the ancient crafts, while an obsidian stone crowns the bottle. Each is individually numbered and accompanied by a custom numbered certificate to denote its rarity.

The Finn Glasses

Held in place by leather straps and silver buttons, the two Finn Glasses sparkle with promise. Carefully designed to enhance the aroma and flavour of the whiskey, the Finn blends science with artistry. Soda-lime glass preserves the flavours, preventing the adulteration found with the more commonly used crystal. The bulb design sits naturally in the hand, its thicker walls allowing you to cradle the glass without warming the whiskey. The flavours remain complete due to a slight depression at the bottom of the glass; a small detail that epitomises the thought we pour into each and every element of the whiskey experience.



THE BROLLACH

THE EXPERIENCE

Obsidian Whiskey Stones

Concealed within an oak and steel drawer, the obsidian whiskey stones may have been born from fire but they deliver an optimum chill without dilution. Carefully crafted and adorned with the emblem of The Craft Irish Whiskey Co., the stones add a dash of drama and exclusivity.

Glass and Silver Pipette

Expertly engineered from glass and anodised silver, the elegant simplicity of the pipette belies its thoughtful design and craftsmanship. A textured handle sits comfortably and securely in the hand, allowing precise droplets of water into the whiskey and releasing compounds that enhance the flavour.

Designed with intent and crafted with care, The Brollach's Experience Box would grace and enhance any collection. Inspired by family, an heirloom for yours.



THE BROLLACH

AWARDS

A Masters award for The Brollach is its third award from The Spirits Business Awards, following on from Masters Awards in The Global Luxury Masters and Irish Whiskey Masters. With its taste having been recognised by leading judges, this latest award is a testament to the talent of our award-winning team of designers, led by Tiago Russo. It was also a tribute to our Founder, Jay Bradley's late father, with every element of the design honouring him and his skill as a master craftsman and furniture maker.



The Spirits Design Award 2021:

Master Award 2021



Global Luxury Masters 2021:

Master Award 2021



The Irish Whiskey Masters 2021:

Master Award 2021



To secure your bottle of The Brollach,
contact The Craft Irish Whiskey Co.
to arrange a callback from a Craft Director.

ENQUIRE NOW





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