

FOOD AND BEVERAGE

## Premium whiskey brand partners with Ben & Jerry's on bourbon-flavored dessert

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*WhistlePig and Ben & Jerry's have collaborated to offer consumers a new ice cream flavor and additional dessert options. Image courtesy of Ben & Jerry's*

By LUXURY DAILY NEWS SERVICE

U.S. rye whiskey distillery **WhistlePig**, which LVMH's **Mot Hennessy** has a minority stake in, has announced a delectable new collaboration with ice cream manufacturer Ben & Jerry's.

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The distillery and ice cream maker, both Vermont-based, have come together to great The Whiskey Biz, a brown butter bourbon ice cream with WhistlePig whiskey-infused caramel swirls. The WhistlePig whiskey is the first Vermont-sourced ingredient Ben & Jerry's has utilized since chocolate chip cookie dough in the early 1990s.

"We've had an absolute blast working with our friends at Ben & Jerry's and could not be happier with the way Whiskey Biz turned out," said Meghan Ireland, whiskey blender at WhistlePig, in a statement. "Having been mostly focused on overseeing the development of whiskey these last couple years, working with flavor house experts at Ben & Jerry's was a real treat for me.

"We respect their company ethos and have always wanted to collaborate with their team," she said.

### Whiskey business

After more than a year of extensive testing, research and development, WhistlePig PiggyBack rye was successfully infused into the caramel swirl that can be found inside of the Whiskey Biz flavor. The Whiskey Biz, in its entirety, is a brown butter bourbon ice cream with blonde brownies, WhistlePig whiskey-infused caramel swirls, topped with white chocolate ganache and white fudge chunks.

The Whiskey Biz pint is available now at retailers nationwide. All Ben & Jerry's ice cream flavors are Kosher and WhistlePig embarked on getting a proper Kosher certification for its WhistlePig PiggyBack rye.



*The Whiskey Biz flavor is available at retailers nationwide. Image courtesy of Ben & Jerry's*

WhistlePig's entire portfolio, except for its 12-Year rye, is now certified Kosher.

To take the collaboration one step further, WhistlePig's in-house mixologists and Ben & Jerry's flavor experts developed several cocktail recipes to celebrate National Cocktail Day on March 24.

To create "The Closer" cocktail, consumers are to combine two ounces WhistlePig PiggyBack rye whiskey, three ounces espresso, four ounces milk-based Dutch hot chocolate, one tablespoon WhistlePig barrel-aged maple syrup, one healthy scoop of Ben & Jerry's Whiskey Biz ice cream in a coffee cup and then garnish the cocktail with white chocolate. Additional cocktail recipes can be found on the Ben & Jerry's [website](#).

LVMH revealed that its Mot Hennessy wine and spirits division forged a partnership with WhistlePig last December. The move signaled LVMH's intentions to widen its reach in the craft distillery business, which is gaining traction around the world ([see story](#)).

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