

FOOD AND BEVERAGE

Craft Irish Whiskey Co. releases limited-edition, double-distilled whiskey

June 24, 2021



The Brollach Irish whiskey. Image courtesy of Craft Irish Whiskey Co.

By LUXURY DAILY NEWS SERVICE

Irish luxury whiskey brand Craft Irish Whiskey Co. has released a limited 661 bottles of The Brollach, a double-distilled, single malt whiskey, matured for over two decades.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

With this launch, the brand is aiming to take Irish whiskey to a new top-shelf ultra-luxury category, as well as making space for luxury in the double-distilled space. The Brollach serves as a tribute to founder Jay Bradley's late father, who dreamt of building a legacy and creating the finest Irish whiskeys.

"The Craft Irish Whiskey Co. was born out of a conversation with [my father] and our shared interest for the finer things in life, particularly whiskey craftsmanship," said Jay Bradley, in a statement. "The Brollach is unique as it has an intense and potent profile, which I feel really reflects my father's character, and it is also pushing the boundaries of Irish whiskey craftsmanship as it is a double-distilled, single-malt whiskey matured for over two decades.

"As double-distilled whiskey ages, it becomes more complex and spicier, only released when the flavor of the whiskey is at its best."

Crafting whiskey

Located near where Mr. Bradley was raised, The Brollach began its distilling process in 2001 on the southeast coast of Ireland using natural Irish water and barley aged in 200-liter Ex American Bourbon casks, finished in 128-liter French Oak Madeira barrels, which are made exclusively on the island off the coast of Portugal.

Irish whiskey is traditionally triple-distilled, however, The Brollach has been double-distilled to symbolize the bond between father and son.

Crafted from raw Nordic oak and brushed with stainless steel, The Brollach's experience box celebrates Irish craftsmanship, paying homage to the Bradley family's Celtic heritage and honors Mr. Bradley's father was a master craftsman, with its bold design.



The box set includes a bottle of The Brollach, two glasses, whiskey stones, a pipette and two vials. Image courtesy of Craft Irish Whiskey Co.

It features a heavy grain on the box, which leads the eye towards the clasps and the stainless-steel trim. The box contains a 700ml bottle of the double-distilled spirit, along with two handcrafted Finn glasses.

The bottle sits in a solid oak plinth, with a slightly curved backdrop that echoes the lines of a barrel, and the interior is a dark suede, set against a foam protector. The drawer, which sits underneath, contains four obsidian whiskey stones, a glass and anodized silver pipette and two vials.

A single bottle of The Brollach retails for 5,500 euros, or \$6,562 at current exchange rate.

The release of The Brollach follows the brand's success with The Devil's Keep, a 29-year-old, triple-distilled, single malt whiskey, which achieved the world record for the most expensive inaugural whiskey release at auction, selling for \$60,000.

In February, the Craft Irish Whiskey Co. partnered with Faberge to unveil "The Emerald Isle Collection," a seven-piece custom-made whiskey set featuring two bottles of 30-year-old, triple-distilled Irish whiskey, along with two exclusive creations from Faberge.

It was crowned the oldest triple-distilled Irish whiskey in the world and the inaugural experience box sold at auction for \$2 million.

Premium spirits are expected to grow despite the turbulence of 2020. According to IWSR, the U.S. and Canada saw beverage alcohol growth in 2020 as gains in retail and ecommerce outpaced heavy losses in on-premise sales.

Ecommerce sales in 10 key markets, including the U.S., U.K. and China, is expected to grow by more than 40 percent this year. IWSR also forecasts that premium-and-above spirits will increase their global volume market share to 13 percent by 2024 ([see story](#)).

© 2021 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.