

# A splash of Ireland's finest



## Macree Raspberry Burst Recipe

37.5ml Jameson Irish Whiskey  
12.5ml Chambord Liqueur  
12.5ml lemon juice  
12.5ml sugar syrup  
25ml cranberry juice  
20ml raspberry juice  
4 fresh raspberries

Muddle and stir all ingredients in a tall glass. Add a handful of crushed ice and muddle again. Fill the glass with ice and garnish with fresh raspberries.

### Samuel Spurr

As St Patrick's Day nears, thoughts of the usual celebrations come to mind: green items of clothing, Irish and non-Irish pubs full to the rafters with patrons claiming their Irishness, parades and men and women of every age (over 18 of course!) imbibing themselves on two of Ireland's most successful beer exports – Guinness and Kilkenny.

Often seen as the poor cousin to Scotch whisky, Irish whiskey (the Irish include the “e”, the Scots drop it) has a unique flavour profile that will tempt you away from your favourite pint, or pints, on March 17!

Currently, in terms of sales, Scotch whisky makers across the North Channel from Ireland rule supreme, but at the turn of the 20th century, Irish distillers were market leaders. America's prohibition dampened the Irish monopoly, while the introduction of Scotch-blended whisky and their use of continuous distillation took over

the market after the US lifted their alcohol bans.

Irish and Scottish influences and expertise gave birth to Jameson Irish Whiskey. John Jameson married into the Haig family, who were well-known Scotch whisky distillers. Later, John's son also married into a whisky family, the Steins, who at the time were one of the largest producers in Scotland. The Steins also owned the Bow Street Distillery in Dublin and in 1780

John Jameson acquired the Bow Street premises and founded Jameson.

Fast-forward a few centuries and in 2004 Jameson was named as the world's fastest growing whiskey brand and last year sales topped two million cases.

Produced using a mixture of sprouted barley and unmalted barley, and distilled three times – as opposed to most Scotches, which are distilled twice – Jameson has a lighter taste in contrast to Scotch varieties that have heavier peat flavours.

Matt Tallentire, Jameson's senior brand manager, points out that this lighter texture is what makes this whiskey attractive.

“It's not like other whisky brands that need to be sipped and savoured,” he said. “Jameson's advantage is its ‘mixability’. When consumers drink Jameson, they end up sticking with the brand because of its approachable nature.”

This “approachability” ensures that this tippie can be enjoyed neat, on the rocks, with your favourite mixer and in a variety of cocktails, for those who haven't yet developed their whiskey palate.

“Jameson is extremely versatile and can be enjoyed any number of ways,” says Mr Tallentire. “It's great on its own over ice as well as with dry ginger ale and a wedge of fresh lime, but Jameson is also delicious when mixed with sparkling apple juice.”

Try a Jameson cocktail to add some fizz to your March 17 celebrations. But if you start talking to leprechauns and attempt to follow one to their buried treasure, you, my friend, have enjoyed your St Patrick's Day a little too much and would be well advised to head home, drift off to sleep and face March 18 in all its glory.