



NEWSLETTER Summer 2012



JAMESON
IRISH WHISKEY

Welcome to the Summer 2012 Jameson Irish Whiskey Newsletter. This summer we have a lot to look forward to and celebrate in the world of Jameson.

Jameson Bartenders Ball

Toni Kovero, Eini Marjakangas, and Mauricio Allende will represent Finland at the Global Jameson Bartenders Ball in Dublin from the 24th of June to the 27th. The prestigious trip will include a visit the Old Jameson Distillery in Dublin and a trip to Cork to meet the masters who continue the great tradition established by John Jameson in 1780 at the Midleton Distillery. They will represent Finland in the Global Bartender Mix Master Challenge; experience an unforgettable event and party in true Jameson style at the Global Jameson Bartenders Ball.



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Jameson Mix Master Challenge – Finland's Shot Tail Entry

Jameson shot-tails are whiskey cocktails deconstructed to create two drinks – one of Jameson Irish Whiskey and the other containing the remaining ingredients that make up a cocktail. This year at the Bartenders Ball, over 25 countries will compete in the Global Bartenders Mix Master challenge in order to be crowned Jameson Mix Master Champion 2012.

Here is Finland's entry: The Buck

Ingredients:

- » 4 cl of Jameson
- » 2 cl Fresh Orange Juice
- » 2 BS Sea Buckthorn Jam
- » 1 cl Simple Syrup
- » 1 sprig Rosemary
- » 1 cl Lapponia Tyrni
- » 2 dash angostura bitters

Method:

Pour Jameson into one shot glass

Pour the rest of the ingredients into a Boston glass and shake with ice

Fine-strain into a second shot glass and garnish with rosemary sprig.

The shot of Jameson is consumed first, followed by the second shot with the rest of the ingredients.



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Whiskey Distiller and Brand Innovator of the Year

Irish Distillers, makers of the world's No 1 Irish whiskey, Jameson, has been named Whiskey Distiller of the Year and Whiskey Brand Innovator of the Year at the Icons of Whiskey Awards 2012. Single pot still whiskey Powers John's Lane Release was also recognised, scooping the prize for Best Pot Still Whiskey within the World Whiskies Awards, at a ceremony held at the Waldorf Hilton in London.

The three awards underline a hugely successful and innovative year for the company, in which it demonstrated its unique distilling capabilities and a vision for the future of the Irish whiskey category. Highlights included the launch of the Single Pot Still Whiskeys of Midleton initiative, which introduced Powers John's Lane Release, Midleton Barry Crockett Legacy and Redbreast 12 Year Old Cask Strength, while Jameson introduced the newest product in the Reserve range, Jameson Select Reserve.



If you are planning a trip to Ireland, we can organise a complementary visit to the Old Jameson Distillery in Dublin or the Jameson Experience in Midleton, Co. Cork. Just simply email:

Jameson.finland@pernod-ricard.com

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It's a Jameson date!

Date: 8th - 12th of August

Venue: Parrukatu, 00540 Helsinki,

Event: Flow Festival

Details: <http://www.flowfestival.com/>



Jameson Whiskey Ambassador 2011/2012

Your whiskey ambassador all the way from Ireland is here to help you with any Jameson related activity. If you would like a Jameson promotion, film quiz or tasting in your venue or to add some extra Jameson fun to the party she will be available to help you organise. If you are looking for Jameson POS, branding or if you have any Jameson related queries don't hesitate to get in touch with her at the contact details below.

Jeanette can also arrange for you to visit the Jameson Distillery, if you are planning a trip to Ireland.

Lastly if you or your bar would like to feature in the next issue of our Newsletter please send some photos starring Jameson.



Jeanette Levis

Jameson Whiskey Ambassador

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