

THERE'S SOMETHING BREWING IN KILKENNY

- the revival of Sullivan's beer after 100 years

Beer brewing is being revived in Kilkenny again, with Sullivan's Brewing Company behind the renaissance. First established in 1702, the Sullivan brewing name was once the biggest of its kind in Kilkenny but fell into abeyance in the last century. The brand is now being resurrected by the legendary Smithwick brewing family, who retained control of the name to this day and are now behind its relaunch.

As well as brewing, Sullivan's will open its own Taproom, a visitor centre and microbrewery on John Street, Kilkenny's main social thoroughfare. Known far and wide as a cultural epicentre for craft and design, Kilkenny is a true brewing city and Sullivan's is committed to reviving a once great brewery and the ancient craft of independent artisan brewing.

"The Sullivan's family tradition of brewing stems back to 1702 when they opened their doors on James Street to become Kilkenny's first commercial brewery. We've made it our mission to resurrect the lost art of real Irish brewing in its rightful home – Kilkenny," says Paul Smithwick, chairman of Sullivan's Brewing Company.

While the Smithwick and Sullivan families were always close - being neighbours and connected by politics, marriage, as well as socially, they were business competitors, and it's an interesting tale as to how Smithwick's came to acquire its biggest rival. An errant member of the Sullivan family bet and lost the entire business on a horse race in 1918 and the demise of the business quickly followed. The Smithwick's subsequently rescued the workforce and subsumed operations into their own brewery, thus retaining the rights to the brand name.

The first beer from the revived Sullivan's Brewing Company is **Maltings Red Ale** (4% abv). It's refreshingly balanced, ruby tinted classic Irish ale with a depth of malt flavour giving rich biscuit and gentle caramel notes. Traditionally brewed with only Kilkenny-grown ale malt, including three special darker malts and three varieties of hop. Fermented and matured with cask ale yeast and coupled with our no-rush brewing produces a smooth balanced classic ale.

Paul adds: "The beer we craft today is inspired by traditional Kilkenny recipes and brewed the way the family has always brewed – the way real Irish beer should be brewed – by local experts, by hand, in small batches, with enormous heart and the finest locally sourced ingredients."

Sullivan's acclaimed Kilkenny master brewer, Ian Hamilton, is a true artisan, always exploring and innovating, and perfecting each recipe with creative, satisfying twists. Always brewing the right way – with imagination and without compromise – Sullivan's is a beer of craftsmanship and substance.

Sullivan's Brewing Company CEO Alan Quane is suitably enthusiastic about the brand: "Doing what you believe in isn't always easy, but when something truly matters, you have to stand up and be counted. That's why today, when not a single brewery stands in the most storied and authentic beer-brewing city in Ireland, a city with over 800 years of brewing tradition, we're standing up for what we know is right.

"The company's mission is to bring back brewing to Kilkenny and my role is to elevate this and create a brand-led business to address the needs of the 'next wave' of craft beer drinkers, the ones that we've seen come into and grow the beer category in the US, UK and Australian markets."

Kilkenny was built on generations of artisan brewing by a community with a lust for life, a relentless spirit, and a shared ethos of integrity. The story of Sullivan's and Kilkenny is inseparable.

Sullivan's Brewing Company - Kilkenny's Brewery.

www.sullivanbrewingcompany.com

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Notes to Editor and Key Bios:

Sullivan & Smithwick breweries were neighbors as well as sole brewers and malsters to survive to the 20th century. During famine times the Sullivan and Smithwick families opened soup kitchens at the Sullivan Brewery and increased employment at their respective breweries to mitigate the impact on the town of Kilkenny. Both families were closely connected with the Great Liberator Daniel O'Connell and played a significant part of the Repeal Movement.

Historic timeline:

1702 – Sullivan's brewery established, and grows to be the biggest in the area

1827 – The Smithwick name is launched as a beer brand in Kilkenny

1918 – Smithwick's acquires the Sullivan's Brewery brand after it is forced to closed

1965 – Guinness (now Diageo) take control of Smithwick's, buying the family interest

2014 – Diageo relocate Smithwick's to Dublin, the first time in 800 years there is no commercial brewery in Kilkenny

2016 – Smithwick family relaunch the Sullivan brand, having retained the original IP rights.

Sullivan's Brewing Company new Taproom is located at The Glasshouse, 16 John Street, Kilkenny.

Offering the Sullivan's tasting experience, as well as food from the wood fired oven.

Paul Smithwick, Founder and Chair – 8th generation of the family, former commercial solicitor, served as chair and director of several private, public and state organisations (e.g. Panamax Capital, Unicorn Mineral Resources, formerly Coillte).

Alan Quane, CEO – Over 26 years of global experience in consumer goods and drinks market. Past experience include roles as Global Commercial Director for Guinness and Head of Innovation & Strategy for Heineken Europe. Earned an MBA as well as a BSc. in Management & Bachelor of Economics from Trinity College Dublin.

Ian Hamilton, Master Brewer – 35 years Brewery and Packaging experience in Ireland, UK and Africa. Experienced in production of world class lagers ales and stouts. Head Brewer / Site Director of Smithwick's Brewery, Kilkenny (2001-2013). Master Brewer (Institute of Brewing & Distilling London), Science Degree (B.Sc (Hons) Chemistry). Ian is widely considered to be one of Ireland's most experienced technical brewers.

Dan Smithwick, CFO – Uniquely qualified with over 10 years experience in financial analysis & modeling with British Gas Plc and Citi Bank, based in London. Dan, now based in Ireland, is a KPMG trained qualified accountant and a member of the Smithwick brewing family.