

## Sullivan's Brewing Company

# FACT SHEET

### Key brand attributes:

*Maltings Irish Ale* is Sullivan's signature ale debuting in the United States. At five percent ABV, it's a smooth, balanced, ruby-tinted classic Irish ale with a depth of malt flavour yielding rich biscuit and gentle caramel notes. The beer is comprised of ingredients local to Ireland: Kilkenny water, four malts, three hops, and a cask ale yeast.

Sullivan's beer is inspired by traditional Kilkenny recipes and brewed by hand, in small batches with the finest locally-sourced ingredients from Ireland. The beer is fermented up to four times longer than any other leading Irish ale. Sullivan's uses base volume brewing methods, as opposed to diluted methods used in larger commercial operations.

### History of Sullivan's Brewing Company and the Smithwick family:

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.

Sullivan and Smithwick breweries were neighbors as well as the sole Irish brewers and maltsters to survive to the twentieth century. During times of famine, 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 in the Repeal Movement.

### Historic timeline:

- 1702 Sullivan's Brewing Company is established, and grows to be biggest in the area
- 1827 The Smithwick name is launched as a beer brand in Kilkenny
- 1918 Smithwick's acquires the Sullivan's brewing brand after it is forced to closed
- 1965 Guinness (now Diageo) takes control of Smithwick's, buying the family interest
- 2014 Diageo relocates Smithwick's to Dublin, marking the first time in 800 years that Kilkenny is without a commercial brewery
- 2016 Smithwick family relaunches the Sullivan's brand in Kilkenny; brewery launches its North American market entry via Buffalo, NY

### Notable comparisons of Buffalo, NY and Kilkenny, Ireland:

Municipal size and brewing tradition, hard-working residents, historic figures and leaders, and a recent economic resurgence in both locales.

### Key biographies:

Michael Meade, responsible for Sullivan's Brewing Company in the Americas – Meade is a Buffalo native and managing director at Citi Bank in New York City. Meade completed a historic renovation of the Stella Lowry House in downtown Buffalo, has invested in a number of local enterprises and is a lead investor in Sullivan's Brewing Company.

Paul Smithwick, Founder and Chair, Sullivan's Brewing Company – Member of the eighth generation of the Smithwick family. Former commercial solicitor and chair/director of several private, public and state organizations (Panamax Capital, Unicorn Mineral Resources, formerly Coillte).

Ian Hamilton, Master Brewer, Sullivan's Brewing Company – Hamilton has 35 years of brewery and packaging experience in Ireland, the United Kingdom and Africa. He is experienced in production of world-class lagers ales and stouts. Hamilton is widely considered to be one of Ireland's most experienced technical brewers.

Alan Quane, CEO, Sullivan's Brewing Company – More than 26 years of global experience in consumer goods and drinks market, with past experience including roles as Global Commercial Director for Guinness and Head of Innovation & Strategy for Heineken Europe.

Dan Smithwick, CFO, Sullivan's Brewing Company – D. Smithwick has more than 10 years experience in financial analysis and modeling with British Gas Plc and Citibank. Smithwick is also a KPMG-trained qualified accountant.