



**BORD BIA**  
IRISH FOOD BOARD

**PRESS RELEASE**  
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**NH Liquor Commission and Irish Government Expand Partnership to Offer Exclusive Spirits to NH Liquor & Wine Outlet Customers**

*Irish whiskey and spirits brand owners to visit New Hampshire for “Spirit of Ireland” St. Patrick’s Day events*

**Concord, NH** – NH Liquor & Wine Outlet customers will be the only ones in the country celebrating St. Patrick’s Day with a collection of exclusive, ultra-premium, cask-finished Irish whiskeys and spirits, made possible through a unique partnership between the State of New Hampshire and the Irish government. “Spirit of Ireland” is a collaboration between the New Hampshire Liquor Commission (NHLC) – the nation’s most profitable and progressive control state – and Bord Bia – The Irish Food Board – that introduces 12 million NH Liquor & Wine Outlet customers to an unparalleled selection of dozens of Irish whiskeys and spirits.

In 2024, NH Liquor & Wine Outlets became the first retailer in the nation to offer a collection of 20 rare and ultra-premium Irish whiskeys. Through this expanded partnership, NHLC and Bord Bia have sourced two dozen more spirits, including products from Clonakilty Distillery, Powerscourt Distillery (Fercullen Irish Whiskey), The Shed Distillery (Drumshanbo Whiskey and Gin), Boann Distillery (The Whistler), J.J. Corry Independent Whiskey Bonders, HYDE Irish Whiskey, Dingle Distillery, Lost Irish, Outcast Brands (Blood Monkey Gin and Two Shores Rum) and more.

Representatives from distilleries and brands across Ireland and officials from Bord Bia will debut a collection of Irish whiskeys and spirits at the “Spirit of Ireland” event on Thursday, March 6. Taking place at the Manchester Country Club in Bedford, NH from 5:30 – 8:30 P.M., this event offers the opportunity to sample this collection of spirits, sip specialty cocktails, converse with distillery representatives, enjoy delicious cuisine and purchase products. Attendees who

purchase three or more bottles at the event will receive a 20% discount. Tickets are available for \$65 at [www.liquorandwineoutlets.com/SpiritofIreland](http://www.liquorandwineoutlets.com/SpiritofIreland).

“We are constantly striving to offer customers exclusive access to the best products available,” said NHLC Chairman Joseph Mollica. “This partnership has reinforced NH Liquor & Wine Outlets as the nation’s best source for premium Irish whiskeys and spirits. We are grateful to Bord Bia, participating distilleries and our broker partners for contributing to this unique collaboration.”

The partnership between NHLC and Bord Bia capitalizes on the rapid growth of Irish whiskey sales in New Hampshire and the United States. According to the [Distilled Spirits Council of the United States](#), in 2023, the Irish whiskey category reached \$1.1 billion in revenue for distillers. Since 2023, high-end premium and super-premium Irish whiskey grew a staggering 816% and 1,874% respectively. In Fiscal Year 2023, Irish whiskey sales at NH Liquor & Wine Outlets reached \$18.3 million, up 16.1% from the previous year.

Headquartered in Dublin, Ireland, Bord Bia is the Irish government agency responsible for the trade development and export promotion of Ireland’s food, drink and horticulture industry. Its purpose is to bring Ireland’s outstanding food, drink and horticulture to the world, thus enabling growth and sustainability of producers.

“We are thrilled to continue to enhance our partnership with NHLC and provide its customers the opportunity to explore this impressive collection of rare whiskeys and spirits,” said Daragh Flanagan, Bord Bia’s Vice President for Drinks in North America. “This selection of spirits showcases the very best of what Ireland has to offer, and we look forward to bringing the ‘Spirit of Ireland’ to New Hampshire this March.”

NHLC worked directly with distillery owners to hand-select cask-finished whiskeys from multiple distilleries, including several from Clonakilty Irish Whiskey and Boann Distillery. Among the many standouts from Clonakilty is an 18-Year-Old Single Malt Bourbon Cask, with notes of soft caramel, grains and oak. NHLC and Boann are debuting several New Hampshire-exclusive bottlings of The Whistler, finished in a variety of spectacular casks including Champagne, Spanish Orange Wine, Rivesaltes Ambre (a sweet, organic dessert wine from France) and Chocolate Bitters. NHLC is also introducing Lost Irish, which celebrates three styles of Irish whiskey aged in casks from six continents.

Ireland is also home to exceptional rum and gin as highlighted by Outcast Brands and its Two Shores Rum and Blood Monkey Gin. Two Shores 8-Year-Old Premium Golden Rum is distilled from pure Panamanian cane sugar and finished on the west coast of Ireland. NH Liquor & Wine Outlet customers can experience a rum finished in Irish single malt whiskey casks and a cask-strength peated rum.

Each of the following products and more will be offered at the “Spirit of Ireland” event and in select NH Liquor & Wine Outlets in March:

- Clonakilty 18-Year-Old Single Malt Bourbon Cask
- Clonakilty 7-Year-Old Single Malt Bourbon Cask

- Clonakilty Irish Whiskey Bourbon Cask
- Clonakilty Irish Whiskey Rivesaltes Cask
- Clonakilty Irish Whiskey Rum Cask (two offerings)
- Clonakilty Irish Whiskey Sherry Cask
- Dingle Single Malt Irish Whiskey
- Drumshanbo Marsala Cask Single Pot Irish Whiskey
- Fercullen 23-Year-Old Single Malt Irish Whiskey - Sauternes Cask
- Fercullen 23-Year-Old Single Malt Irish Whiskey - Ruby Port Cask
- HYDE Irish Whiskey No.3 The Aras Cask
- HYDE Irish Whiskey No.8 Heritage Cask
- J.J. Corry Bonder's Edition – “The Solera” - 8-Year-Old Blended Irish Whiskey
- J.J. Corry Bonder's Edition - “The Arena” - 10-Year-Old Single Cask Single Malt Irish Whiskey
- J.J. Corry Bonder's Edition – “The Bonder's Select” – 23-Year-Old Single Cask Single Malt Irish Whiskey
- The Whistler Irish Whiskey - Champagne Cask
- The Whistler Irish Whiskey - Chocolate Bitters Cask
- The Whistler Irish Whiskey - Rivesaltes Ambre Cask
- The Whistler Irish Whiskey - Spanish Orange Wine Cask
- Lost Irish Whiskey
- Blood Monkey Original Gin
- Two Shores Single Malt Rum
- Two Shores Peated Rum

NHLC and Bord Bia first collaborated in 2022 when Bord Bia piloted its “Spirit of Ireland” education program—its most significant investment in promoting Irish spirits—with an educational event targeting customer-facing NH Liquor & Wine Outlet employees. More than 75 managers and staff participated in the learning experience, which included virtual reality tours of 20 of Ireland's distilleries, interviews with master distillers and barrel coopers and product sampling.

Following the success of the employee training, Bord Bia led a “Taste of Ireland: Exploring Premium Irish Spirits” event during NHLC's annual Distiller's Week—a week of spirits-tasting events, including the largest spirits-tasting expo in New England. More than 100 guests attended the sold-out event, which included signature cocktail sampling and interactive discussions about Irish spirits with notable distillers.

To learn more about this international partnership and upcoming events, visit [www.liquorandwineoutlets.com/SpiritofIreland](http://www.liquorandwineoutlets.com/SpiritofIreland).



**Photo Caption:** The New Hampshire Liquor Commission (NHLC) and Bord Bia – The Irish Food Board – have expanded their partnership to offer NH Liquor & Wine Outlet customers exclusive access to more premium Irish whiskeys and spirits. On March 6<sup>th</sup>, customers will have the opportunity to enjoy this collection of hand-selected, ultra-premium products at Manchester Country Club in Bedford, NH. Tickets are available at [www.liquorandwineoutlets.com/SpiritofIreland](http://www.liquorandwineoutlets.com/SpiritofIreland). Pictured in photo is J.J. Corry founder Louise McGuane (right, facing camera) at an October 2024 NHLC/Bord Bia Irish Whiskey event held at Chapel + Main in Dover, NH.



**Photo Caption:** Dozens of exclusive Irish Whiskeys and spirits are now available at NH Liquor & Wine Outlets thanks to an expanded partnership between the New Hampshire Liquor Commission (NHLC) and Bord Bia – The Irish Food Board. Learn more about the partnership and how to sample these products at [www.liquorandwineoutlets.com/SpiritofIreland](http://www.liquorandwineoutlets.com/SpiritofIreland).

### **About the New Hampshire Liquor Commission**

The New Hampshire Liquor Commission (NHLC) operates 65 NH Liquor & Wine Outlet locations throughout the Granite State, providing more than 12 million annual customers with the widest selection of name brand wines and spirits at great prices and no taxes. NHLC has received numerous accolades, including being named the “Best state in the country for wine drinkers” by *The Washington Post* and “One of the best places in the country to find rare spirits” by *Serious Eats*. New Hampshire is one of 17 states where the government controls the sale of alcohol. NHLC has twice been named the “Nation’s top control state” by *StateWays Magazine* and its leadership has been recognized for “Transforming the control state model” by *Market Watch* magazine. Since the first NH Liquor & Wine Outlet opened in 1934, more than \$4 billion in net profits has been raised to fund programs including education, health and social services, transportation, natural resource protection, addiction treatment and prevention programs.

NH Liquor & Wine Outlet logos, product and Outlet images are available at: <https://www.liquorandwineoutlets.com/About-Us/Media-Resources>

Visit [www.LiquorandWineOutlets.com](http://www.LiquorandWineOutlets.com) to locate an Outlet, search for product availability, learn about monthly sales, review wine-tasting schedules, and sign up to receive significant savings with monthly Email Extras.

### **About Bord Bia**

Bord Bia (The Irish Food Board) is the Irish government agency charged with the promotion, trade development, and marketing of the Irish food, drink, and horticulture industry, working to enhance the reputation of Irish food and drink to develop markets for Irish suppliers and bring the taste of Irish food to more tables world-wide. Headquartered in Dublin with a network of 15 global offices, Bord Bia pursues emerging opportunities and actively responds to significant market issues that affect the industry.

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