



## SHARE AND CREATE SINGULAR TALES WHILE ENJOYING BUSHMILLS® SINGLE MALT IRISH WHISKEYS THIS CHRISTMAS

IRELAND'S OLDEST WHISKEY DISTILLERY OFFERS THREE SINGLE MALTS PERFECT FOR ENTERTAINING AND GIFTING – AND IS SET TO UNVEIL A SINGULAR TALE WITH GEORGE THE POET

**London July 2021:** This Christmas, Bushmills®, the world's oldest Irish whiskey distiller is inviting you to taste a drop of history and share a Singular Tale with their range of pioneering and award-winning single malts. With a 400-year history there is no other whiskey as steeped in remarkable stories and traditions passed down through generations. Three original Single Malts – and with more to be revealed soon – invite you and those you care about to create and share your own Singular Tales over this special range. Bushmills' rich heritage in craftsmanship and storytelling has even inspired George the Poet to pay homage to the community of craftspeople with a poem to be released in September.

Bushmills Irish Whiskey are custodians of an exceptional inventory of hundreds of thousands of ageing casks, sourced from all over the world. The Bushmills range of elegant Single Malt whiskeys – comprising a 10-, 16- and 21-Year-Old – are perfect for the festive season. The gentle, smooth 10-year-old provides the perfect base for a Christmas cocktail whereas the bold and spicy 16-year-old and the rare and complex 21-year-old are best served neat to truly savour their complexity. Whether you're entertaining or searching for a special gift the Bushmills Single Malt range has the answer.

Bushmills heritage is rooted in the local community, including a unique in-house cooperage at The Old Bushmills Distillery run by a father and son duo, which has been in the Kane family for 100 years. This sense of family is never stronger than at Christmas. Its new partnership with poet and performer George the Poet celebrates the Singular Tales that shape our lives and enrich our connections with others. It's anchored in a mutual appreciation of the art and craft of whiskey making and poetry and performance – and they're excited by the prospect of bringing others together over a dram or two this festive season.

For those looking for a warming wintery suggestion of how to best enjoy the Single Malts - Bushmills offer their take on the classic hot toddy. The perfect warmer to enjoy those chilly evenings sharing tales with friends and family.



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## Editor's Notes

The Bushmills Irish Whiskey collection is available from specialist whiskey retailers, including [Master Of Malt](#), [The Whiskey Exchange](#), [The Whiskey Shop](#) and [Hedonism](#).

The finished Single Malts are waiting to share their story this Christmas, developed over years of careful craftsmanship. From the gentle, smooth-tasting BUSHMILLS 10-YEAR-OLD SINGLE MALT to the sultry and spicy depths of its 16-YEAR-OLD SINGLE MALT, finishing with the rare and complex 21-YEAR-OLD SINGLE MALT, no one understands the flavours of age better than the team behind Bushmills Irish Whiskey.

	<p><b>For those who are new to Irish Whiskey: BUSHMILLS 10-YEAR-OLD SINGLE MALT</b></p> <p>An ideal starting point for the curious, eager to start their exploration of the world of Irish whiskey. Triple-distilled from 100% malted barley and matured for a minimum of 10 years in bourbon-seasoned barrels, this whiskey is fresh and zesty with aromas of honey, vanilla and milk chocolate. A personal favourite of Master Blender, Helen Mulholland, this is ideal for fireside sipping, over ice or neat.</p> <p>Tasting Notes: Nose: Fresh and zesty, honey, ripe fruit, vanilla and milk chocolate Taste: Soft vanilla, milk chocolate, toasted wood Finish: Crisp, clean and gently drying</p>	<p>RRP/ABV</p> <p>£35 (The Whiskey Exchange)</p> <p>40% ABV</p>
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	<p><b>For those with a sweet tooth: BUSHMILLS 16-YEAR-OLD SINGLE MALT</b></p> <p>A distinctive Irish malt whiskey, BUSHMILLS 16-YEAR-OLD SINGLE MALT is a story in three chapters. Aged in a combination of Oloroso Sherry and bourbon-seasoned barrels. After 16 years, the whiskey is finished in Port wine casks. This unique maturation process creates a truly fantastic whiskey.</p> <p>With complex notes of juicy fruits, nuts and spice, as well as a hint of ruby redness, the 16-Year-Old Single Malt is best enjoyed neat or with a small ice cube to open up the unique flavours. Enjoy a sweet dram after an indulgent Christmas dinner.</p> <p>Tasting Notes: Nose: Big, robust, treacle toffee and sweet spice Taste: Concentrated, full bodied, caramelised fruits and toasted nuts Finish: Deep, jammy berries, milk chocolate</p>	<p>RRP/ABV</p> <p>£80 (The Whiskey Exchange)</p> <p>40% ABV</p>
	<p><b>For expert whiskey aficionados: BUSHMILLS 21-YEAR-OLD SINGLE MALT</b></p> <p>A rare treat, the BUSHMILLS 21-YEAR-OLD SINGLE MALT is in scarce supply. Matured for 19 years in former Oloroso Sherry and bourbon-seasoned barrels, then married together for two years in Madeira casks, this whiskey has a huge depth of flavour.</p> <p>Reminiscent of Christmas cake, dried fruit flavours combine with spicy, aromatic maltiness, subtle nutty raisin notes and a long rich finish with a mint-like burst. No need to add anything extra, savour this outstanding whiskey neat.</p> <p>Tasting Notes: Nose: Honey, ripe fruit and sweet hazelnuts Taste: Rich, dark chocolate notes, vanilla and toasted wood Finish: Long and delicate</p>	<p>RRP/ABV</p> <p>£160 (The Whiskey Exchange)</p> <p>40% ABV</p>
<p><b>A Winter Cocktail Serve Suggestion from Bushmills</b></p>		



## Ingredients:

40ml Bushmills Black Bush  
80ml Hot Water  
10ml Sugar Syrup  
Ground Cinnamon  
Whole Cloves  
Lemon Wheel  
Cinnamon Stick

## Recipe

Combine Bushmills Black Bush with hot water, honey or sugar and a lemon slice with cloves. Garnish with a lemon wheel and a cinnamon stick.

Warm up with a Bushmills hot toddy. Bushmills 10-year-old, spices and lemon make for a steadfast companion