



## THE BIGGEST NAME IN IRISH WHISKEY: **BUSHMILLS**



Bushmills is one of the oldest and most renowned Irish whiskey brands in the world, with a rich history spanning over four centuries. The brand's story begins in the small town of Bushmills, located on the north coast of Ireland, where the first distillery was established in 1608 by Sir Thomas Phillips. The distillery was granted a royal license by King James I, making it the first officially licensed whiskey distillery in the world. In the early 1800s, the distillery was purchased by a local businessman named Hugh Anderson, who expanded its production capacity and introduced new innovations to improve the quality of the whiskey. Under Anderson's leadership, Bushmills Irish whiskey gained a reputation for its smoothness and distinct taste and began to win awards at international competitions. The brand's popularity continued to grow throughout the 19th century, and by the turn of the 20th century, it was one of the most widely recognized whiskey brands in the world.

While Bushmills Irish Whiskey, the world's oldest licensed distillery, and its owner, global spirits giant Proximo, proudly celebrated the opening of the new £37 million state-of-the-art Causeway Distillery on 20th April 2023. The investment marks Proximo's commitment to accelerating the growth of the Bushmills portfolio, which saw depletions grow over 10% in 2022, passing one million case sales for the first time in its long legacy. To achieve this, Bushmills has combined generations of knowledge and experience with the technical excellence of the new distillery and its processes. The new distillery deploys the latest thermal technology, which reduces energy usage by 30%, and state-of-the-art distilling innovations that have boosted material consumption efficiency by up to 10%.

## BUSHMILLS IN INDIA

In 2014, Bushmills entered the Indian market through a partnership, since then the brand has expanded its presence in the region, offering a range of premium whiskeys that



cater to different tastes and preferences. According to industry reports, the demand for premium whiskeys like Bushmills has been on the rise in India, driven by the country's growing middle class and changing drinking habits. In 2018 Monika Alcobev partnered with Bushmills for its distribution in India, However, the availability of specific Bushmills products may vary depending on the state and local liquor laws. The price point of Bushmills Irish whiskey products in India varies depending on the type and age of the whiskey. It got a very healthy spread of premium single malt offerings, such as the 21 YO, 18 YO, 15 YO and 12 YO options, as well as pocket friendly ranges like Bushmills 10 YO, Bushmills Original, and Black Bush offerings. The pricing of these products ranges from approximately INR 1,500 to INR 40,000 per bottle. In recent future age variants like Bushmills 25 YO, 30 YO and 31 YO will be available in Travel Retail exclusive format in all the major international airports in India. In conclusion Bushmills distilleries are pioneers in the world of whiskey and have withstood the test of time while also producing the finest blends, what more can you ask from a brand? With a broad selection of single malts and beautiful notes the brand is sure to impress you with what it has to offer.

### Bushmills Whiskey's complete range consists of the following

**BUSHMILLS ORIGINAL IRISH WHISKEY** - A versatile triple distilled blend matured in bourbon and sherry casks, notes of fresh fruit and vanilla.

**BUSHMILLS BLACK BUSH IRISH WHISKEY** - Matured in former Oloroso sherry casks giving rich fruity note and an intense character.

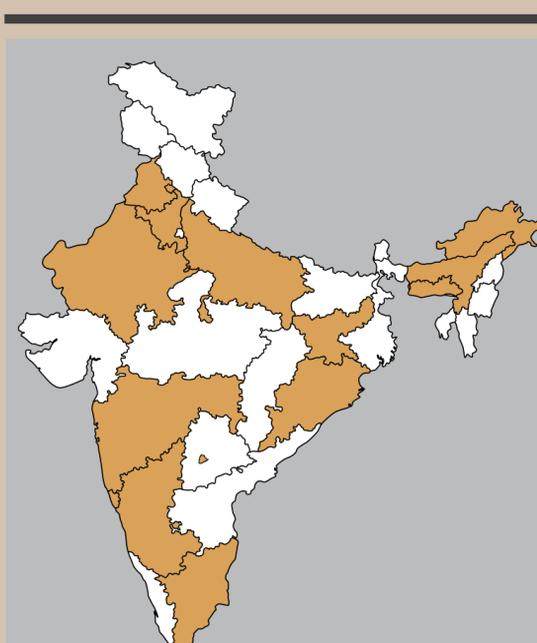
**BUSHMILLS 10 YO SINGLE MALT** - Amber gold in color and accents of zesty citrus fruits, honey, and vanilla.

**BUSHMILLS 16 YO SINGLE MALT** - Has the robustness of three kinds of wood with flavors of caramelized peaches, mangoes, and notes of toasted almonds.

**BUSHMILLS 21 YO SINGLE MALT** - Matured in sherry, bourbon, and Madeira casks creates an aroma of fresh honey and summer fruits with flavors of toffee and vanilla.

**BUSHMILLS 25 YO SINGLE MALT** - rich red in color, notes of caramelized cherries and plums with an intense aroma of hedgerow bark fruit.

**BUSHMILLS 30 YO SINGLE MALT** - 100 percent malted barley, matures in Oloroso sherry butts and bourbon casks for 14 yrs and then 16yrs in Pedro Zimeneng casks.



## BUSHMILLS<sup>®</sup>

### The availability of Bushmills

- Maharashtra
- Goa
- Haryana
- Karnataka
- Hyderabad
- Jharkhand
- Tamil Nadu
- Odisha
- Rajasthan
- Punjab
- Arunachal Pradesh
- Assam
- Meghalaya
- Chandigarh
- Uttar Pradesh



The MRP in Mumbai are as below

1. Bushmills Original: **2,650/-**
2. Bushmills Black Bush: **6,230/-**
3. Bushmills Irish Single Malt 12 Year Old: **5,999/-**
4. Bushmills Irish Single Malt 16 Year Old: **29,500/-**
5. Bushmills Irish Single Malt 21 Year Old: **44,999/-**



Kunal Patel,  
MD Monika Alcobev,  
Import & Distribution Partner  
of Bushmills in India

India's economy has been on a steady rise over the past few years, and it's no surprise that it's become the go-to place for global businesses. As a businessman, I can confirm the potential of India's market. In particular, the whiskey industry has seen a promising shift, and we believe that Bushmills has the opportunity to make a significant impact on India's liquor landscape. With Bushmills's commitment to global growth, we are excited to see what the future holds for the brand in this market.