

A WORLD CLASS IRISH WHISKEY

WRITERS' TEARS

COPPER POT

IRISH WHISKEY



Turn of the century Dublin was home to many esteemed Irish Writers and Playwrights who often sought creative inspiration at their local watering holes. Literary success was achieved as much from generous consumption as artful composition – and legend has it, the artists enjoyed their liquid muse so much that tears of whiskey fell when the glass was empty.

Copper Pot *DARE TO BE CREATIVE...*

Gold Medal "San Francisco World Spirits Competition" 2018 & 2019

A classic combination of only Single Pot Still, Single Malt whiskies

Aged & matured in American bourbon casks

Distilled in Copper Pot Stills

IRISH WHISKIES PRICED \$35+ ARE

GROWING DOLLAR VALUE AT **+19%***



WRITERS' TEARS IS PERFECTLY POSITIONED TO CAPTURE THIS CONSUMER & DRIVE PROFIT



**VAP PACKS EQUAL PROFIT
GIFT PACKS INCREASE
BASKET RING 36% ****

*SOURCE: IRI WEEK ENDING MAR 30 2019

**SOURCE: MINTEL – BUSINESS INSIDER JULY 2019

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At Writers' Tears, we are passionate about tradition and innovation, and dedicated to the recognition of Irish whiskey as one of the world's most appreciated spirits. This comes to life through the re-creation of select recipes from the turn of the century – Ireland's golden era of whiskey distilling, and the introduction of innovative new expressions for new palettes in a new era.

Tasting Notes

NOSE: Flashes of apple, vanilla & nuts

TASTE: Gently spiced with notes of ginger, orchard fruit and caramel

FINISH: Long, elegant and slightly decadent with hints of dark chocolate, honey & marzipan



UPC CODE	816511905259
SCC CODE	5099811906255
CASE HEIGHT	15.12"
CASE LENGTH	14.84.0"
CASE WIDTH	9.45"
CASE WEIGHT	26.46lbs
UNIT HEIGHT	14.25"
UNIT LENGTH	7.25"
UNIT WIDTH	3.0"
UNIT WEIGHT	4.41lbs
BOTTLES/CASE	6
CASES/PALLET	48
CASES/LAYER	12
LAYERS/PALLET	4

