

The 'Quiet Man' makes the right noises In India

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With the entry of 'The Quiet Man,' India has got its first Irish single malt whisky, made by one of Ireland's newest distilleries, Niche Brands. This is the latest label coming out of Derry in 180 years.

Although Ireland has an even longer history than Scotland in whisky making, its decline in the 19th century drove the industry to near extinction, with only three distillers surviving the crash. However, last decade has witnessed a revival that has led to the growing popularity of different categories of whisky and the resurgence of the Irish whiskey category in international markets. According to reports, between 2009 and 2014 Irish whisky was the fastest growing spirit segment globally with annual growth of over 10%. Owing to this upsurge 100 new distilleries have either opened or will open soon in the country.

'The Quiet Man' is a 100% independent Irish distillery and the whiskey is a son's dedication to a father, John Mulgrew, who had the vision of bringing Irish whisky traditions back to this part of Ireland. The senior Mulgrew was a bartender for 50 years and served many bars in Belfast. His son Ciaran decided to dedicate his whisky to his father and named it 'An Fear Ciuin' – The Quiet Man. Currently, the company produces three variants, a blended Irish whisky and two single malts, 8 YO and 12 YO under The Quiet Man label.

The Quiet Man Craft Distillery Company owns some of the oldest and most precious stocks of whisky in cask. The



distillery being built in Derry in the north of Ireland with £12 million in investment, will have a capacity to produce 500,000 Lpas (litres of pure alcohol) of the finest pot still whisky and single malt.

'The Quiet Man' is imported by Flipsydee, a Mumbai-based wine and spirits import-ing company and is priced at Rs.8500 in Maharashtra. It is also available in Punjab and will be rolled out soon in Delhi. **S**