

Whiskey and Dark Rum – Ireland – February 2019

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This report looks at the following areas:

Sales of whiskey and dark rum are expected to grow between 2017 and 2018. This reflects the growing premiumisation of the category across the island of Ireland and that consumers who do drink whiskey and dark rum are willing to pay for higher-quality and craft products.

However, as the majority of Irish consumers have not drunk dark spirits in the last three months, this highlights the struggle for dark spirits to grow their usage. Featuring whiskey and dark rum more prominently on pub menus and operating a 'whiskey and dark rum of the month' in bars can provide opportunities to help on-trade operators to boost usage of these types of dark spirits within their premises.



“Providing a wide range of whiskey flavour profiles and expert information sessions during tasting experiences will not only enable pubs and bars to deliver a more immersive experience to those interested in learning more about these complex products, but also help them to attract more visitors and boost usage of dark spirits within their premises.”

– James Wilson, Research Analyst

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