



**LOUGH REE<sup>®</sup>**  
DISTILLERY  
**LANESBOROUGH**  
CO. LONGFORD - IRELAND

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## Connected in Irish Spirit

Your opportunity to be a part of the  
Lough Ree Distillery Ambassador Programme

[loughreedistillery.com](http://loughreedistillery.com)

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## On a Clear Day You Can See Forever...



As you raise your glass, glistening shards of golden light pass through its amber beauty, transporting you to the banks of Lough Ree. It's all connected: the pure water, the grain-ripening sun, the glass of whiskey – *your* whiskey, *our* whiskey, *Lough Ree* whiskey.

As a Lough Ree Ambassador, your personal cask sits ageing, here in the Lough Ree Distillery warehouse. It's the start of a connection that will make you proud and humble: proud to be part of such a vibrant and forward-looking enterprise - humbled by the enormous heritage you're holding for future generations.

And when you see Lough Ree whiskeys, gins and liqueurs appear in bars, restaurants, Duty Free shops and quality off licences, something inside you will say: 'I helped make that happen!'

Even after your cask has been savoured, you can come back and sample the next bottling of Lough Ree whiskey in *The Library at Lough Ree*, where golden sunlight dances over the silvery waters of the mighty Shannon.

*Soon that sun will set on  
your opportunity to be a Lough Ree Ambassador.  
Be part of the new dawn in Irish Whiskey.*



## Family Spirit

There's something about a distillery that makes it ideal as a family business. It takes passion, faith and belief. It takes a commitment to excellence, a long-term outlook and, above all, patience.

Lough Ree Distillery was founded by two brothers and a sister. As well as a commitment to our hometown of Lanesborough, we each bring our own specific expertise and experience to the venture. Now we're connecting with fellow members of the worldwide family of whiskey lovers, offering them a chance to become part of Irish Whiskey history by purchasing one of the first casks produced at Lough Ree Distillery. But more than that, we're offering the opportunity to be a Lough Ree Distillery Ambassador.

After a great deal of planning, preparation and good, old-fashioned hard work, we have built a stellar team, acquired the perfect premises and we are now turning our dreams into reality – will you join us?

## A Unique Location. A Rare Opportunity.

Lough Ree Distillery is located in Lanesborough, Co. Longford, at the very core of Ireland's Hidden Heartlands, a lush and beautiful region, home of poets, painters and patriots, not to mention Pot Still Whiskey.

A three-storey house dating from 1806 will house the Visitor Experience. Behind that is where the magic happens: a brand new distillery, with multi-product distillation capability and an exclusive tasting room overlooking the lake – *'The Library at Lough Ree'*.

We're an independent, quality-focussed, niche distillery making Single Pot Still and Single Malt Irish Whiskey, as well as a range of other spirits (Gin, Póitin, Fruit Spirits and Liqueurs). This is a long-term project for us and our families, to create the finest, most highly regarded Irish spirits and send them out, from our hometown, to be shared among spirits enthusiasts across the world.

*The Lough Ree Ambassador programme is a unique opportunity to connect with Lough Ree Distillery and join us on our journey!*







## Lough Ree Distillery - It's all about connecting

Connecting whiskey tradition with modern technology. Connecting the gentle pace of life in rural Ireland, with the confidence and vision of a new generation. Connecting East with West, where the bridge crosses the mighty River Shannon just outside the distillery. And of course we are connected to, and rooted in, Lanesborough, our hometown. Now we are reaching out to connect with you by offering you the opportunity to take part in the Lough Ree Distillery Ambassador Programme!

### The Ambassador Programme

The Lough Ree Distillery Ambassador Programme is inviting you to purchase a cask from among the first 1,000 we produce. It's an opportunity to be part of history by getting involved in the development of a new, independent Irish distillery, from the ground up.

We're inviting people who appreciate whiskey and premium spirits to be Ambassadors in Spirit for us, and to share their enthusiasm for our products and our distillery, with their friends around the world. The Ambassador Programme is also for those who believe in the potential of rural Ireland and want to support the entrepreneurial spirit behind this project.

It's also an exclusive invitation. As a Lough Ree Distillery Ambassador, you will have the option to purchase an additional cask while your first cask is maturing at Lough Ree Distillery. But once the initial

allowance of Ambassador casks has been sold, Lough Ree Distillery won't be offering further casks for public sale. This exclusivity not only safeguards the value of your investment, it also puts you in an elite club of like-minded individuals – sharing good taste and certain privileges.

When bottled, your cask of Lough Ree Distillery whiskey is available for you to share as you please, whether with family friends, customers and clients, or to sell on. But of course the real pleasure comes from enjoying and savouring the finest Irish whiskey.

### More than a Cask

The Lough Ree Distillery Ambassador Programme is available in three packages, all of which include:

- Exclusive access to the *Library at Lough Ree*
- Custom cask branding with your name, signature, coat of arms or logo
- Produced within our first 1,000 casks
- Ability to bottle 2 cases per year from your cask
- An opportunity to be among the first to purchase new products, including exclusive single cask releases
- An invitation to the annual Ambassadors' Gathering in Lanesborough, including: an insiders' distillery tour and tastings, food, drink and music on the shores of Lough Ree

*We have three options for participation:  
Copper Ambassador, Gold Ambassador and Rí Ambassador.<sup>1</sup>*

<sup>1</sup> Terms and Conditions apply to all options- see Terms and Conditions sheet for details.



Each package comes with its own distinctive benefits, privileges and inclusions:

## Copper Ambassador

Copper is at the very heart of the distillation process. As a Copper Ambassador you're welcome to visit Lough Ree Distillery each year as your cask matures, to sample its progress. You get 5 years maturation time for your whiskey in a First Fill Bourbon cask, and during that time you'll also have: access to our exclusive tasting room - *The Library at Lough Ree*; a 10% discount in the Distillery Shop; and 5 complimentary visitors passes per annum. A full list of Copper Ambassador benefits can be found on the application form.

## Gold Ambassador

Gold - the colour of the sun that ripens the grain, reflected in the nectar itself. As a Gold Ambassador you have a few additional privileges. You can choose either a wine cask or a fortified wine cask; you have up to 7 years cask maturation; plus you get lifetime access to the *Library at Lough Ree*. If you can't make it to the distillery for your annual tasting, we will mail your sample to you. You get 10 free visitor passes per year and a 15% discount in the Lough Ree Distillery shop. A full list of Gold Ambassador benefits can be found on the application form.

## Rí Ambassador

Rí is the Irish for King and Lough Ree is The Lake of Kings, which is why we've reserved this name for our most prestigious offering – open to a maximum of 10 Ambassadors.

This is a special opportunity to create your very own whiskey, of which we will produce four 200L casks.

You can work with our distiller to choose the mash bill, yeast, fermentation time, cut points and casks for maturation. As well as 4 casks of their own whiskey, Rí Ambassadors will also receive a cask of our Single Pot Still Whiskey, aged in First Fill Bourbon casks – with maturation for up to 10 years included.

### *Rí Ambassadors will also receive:*

- A unique sculpture by local artist Kevin Casey, crafted from ancient bog oak
- A 2 night holiday by Lough Ree, including 4 star accommodation, a tasting meal with a local chef and a guided Lough Ree Boat Trip.

You can find a full list of Rí Ambassador benefits on the application form.





# Our Distillery



Visitor Experience & Retail

Bottling & Packaging

Brewhouse & Stillhouse

The Library at Lough Ree

Gin School & Gin Distillery

Ambassador Cask Storage



# The Team Behind Lough Ree Distillery



**Sheila Mullen (née Clancy)**  
*Chief Financial Officer (CFO)*

As well as having a degree in Hotel and Catering Management, Sheila is a Chartered Accountant. She will bring both disciplines to bear on the development of the Visitor Experience.



**Michael Clancy**  
*Chief Technical Officer (CTO)*

Michael has 20 years' Engineering experience with products, processes and packaging, across the distilling, liqueur and brewing sectors.



**Peter Clancy**  
*Chief Executive Officer (CEO)*

Peter brings 25 years' experience in engineering, strategy, business planning and investment to his role as CEO.



**Ally Alpine**  
*Non-executive Director*

Ally is Ireland's foremost Whiskey Retailer and runs *Celtic Whiskey Shop*, *The Irish Whiskey Experience*, *Whiskey Live Dublin* and *The Irish Whiskey Awards*.



**Alan Wolstenholme**  
*Non-executive Director*

Alan was formerly Distilleries Director, in charge of all of William Grant's Scottish Operations. He is Chairman of the *Scottish Craft Distillers' Association* and highly regarded across the Industry for his expertise.



Oh Lough Ree, Oh Lough Ree  
Where the three counties meet  
Longford, Westmeath & Roscommon  
As I strolled round her banks by the heather and peat  
They're the memories I've never forgotten

*P. Farrell*

**For further details call us on**  
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**Or email us on**  
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