

Template for case studies

Organisation (English)	Tullamore DEW Heritage Centre
Organisation (in original language)	
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Legal Status of organisation	
Title of the Institution / Project in English	Tullamore DEW Heritage Centre
Title of the Institution / Project in Original Language	
Summary of Case study/project	
Organisations Concerned	
Case study/Project detailed description	<p>The Tullamore DEW Heritage Centre is housed in the original bonded warehouse from 1897. In 1897 the warehouse was perfectly located next to the newly built Grand Canal, providing transport links to the markets of the world.</p> <p>Now it tells the story of the birthplace of Tullamore DEW Irish Whiskey, Irish Mist Liqueur and the fascinating urban history of Tullamore.</p> <p>See page 2:</p>

<p>Case study/Project detailed description cont....</p>	<p>The origins of Tullamore DEW – the legendary Irish Whiskey – can be traced back to 1829 when the Tullamore Distillery was founded in Tullamore, County Offaly by Michael Molloy.</p> <p>The location was well chosen – a rich agricultural and grain growing region in the centre of Ireland, providing both the fine barley and pure water essential to the creation of good whiskey.</p> <p>In 1887, the distillery passed into the hands of the Daly family who left its routine running to Daniel E. Williams, who eventually became general manager of Tullamore Distillery. Daniel E. Williams was the major influence on the expansion and development of the distillery and his family became joint shareholders in Tullamore. His initials, D.E.W., inspired the whiskey to be named Tullamore DEW. The town's export was badly hit in the 20th Century. The United States Prohibition period and Ireland's trade war with England and the British Empire in the 1930s hit particularly the distillery in Tullamore. The distillery, however, reopened shortly before World War II and continued to produce into the early 1950's, adding Irish Mist liqueur to its repertoire in 1947. Based on a 250 year old Irish recipe, the distillery combined its fine Irish whiskey with local herbs and honey to make a new product that was to become an international favourite.</p> <p>While distilling no longer takes place on the site, the Tullamore DEW Heritage Centre occupies a beautifully restored 19th century warehouse, once used for storing and maturing the famous whiskey and liqueur – now telling you 400 years of history. Follow the growth of Tullamore from the 1620s when it was little more than a castle, water mill and a few cottages to a thriving county town it is today.</p>
<p>Outputs</p>	