

KILKENNY IRELAND
— EST.D 1702 —

SULLIVAN'S

BREWING COMPANY™



AS TRADITION IS PASSED DOWN
SO IS THE DUTY TO PASS IT ON

TWO GREAT BREWING FAMILIES



SULLIVAN'S, THE OLDEST COMMERCIAL
BREWERY IN IRELAND SINCE 1702.



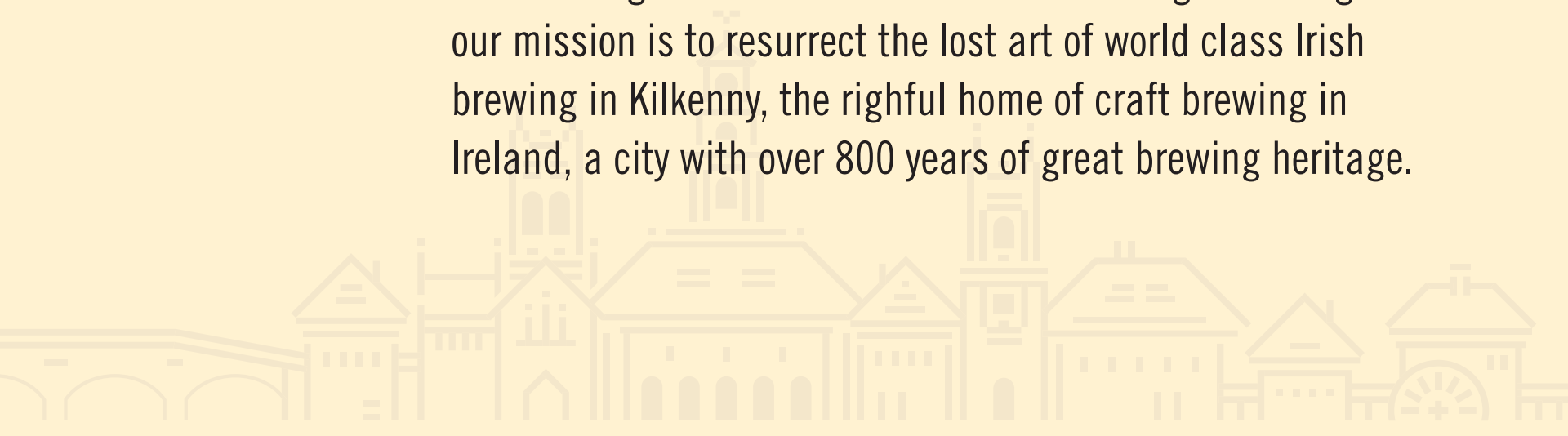
SPANNING FOUR CENTURIES OF TRADITION SINCE 1702

OUR STORY:

Our family tradition of brewing stems back to 1702 when we opened our Maltings Brewery on James Street, Kilkenny, to become Ireland's first commercial Brewery.

OUR MISSION:

With a 7th generation of the Sullivan's leading the charge - our mission is to resurrect the lost art of world class Irish brewing in Kilkenny, the rightful home of craft brewing in Ireland, a city with over 800 years of great brewing heritage.



BREWING IS IN OUR BLOOD

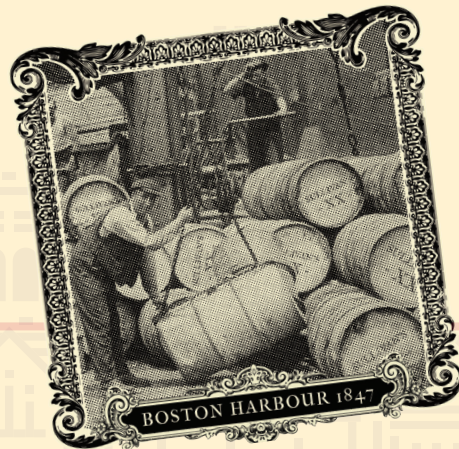
SINCE 1702

First beer named in honor of original Maltings Brewery joining a great brewing tradition on James Street in Kilkenny since 1702.



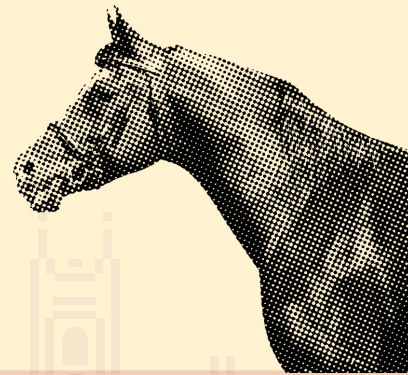
THROUGH WARS & FAMINE

Prospering Internationally for over 200 years.



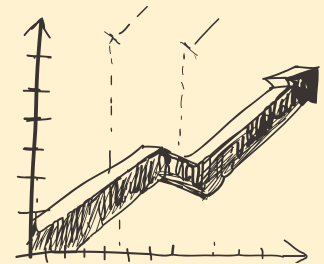
ONE FATEFUL DAY IN 1918

A descendant of Richard Sullivan bet the brewery on a horse in Deauville, France.... and lost!



BRINGING BREWING BACK

On a mission to resurrect world class Irish brewing in it's rightful home of Kilkenny, Ireland.





**A CLASSIC RUBY ALE
WITH DEEP MALT
COMBINING RICH
BISCUIT AND GENTLE
CARAMEL NOTES**

OUR 4 WORLD CLASS INGREDIENTS

OUR WATER - has been filtered through Kilkenny's limestone base for thousands of years.

OUR BARLEY - Kilkenny sourced from our mineral rich soil and is in demand all over the world today.

OUR HOPS - world class choicest hops

OUR CASK ALE YEAST - for 'no rush brewing'
Fermented 4 times longer than large scale, industrial beers!

"More richness & complexity than you expect from a red ale"

The Sunday Times

"This red ale is fantastic"

Reuben Gray, The Tale of The Ale



TODAY'S CONSUMER: THE TYRANNY OF CHOICE

TIRED

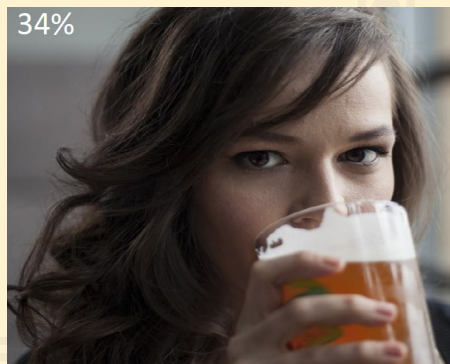
of over hopped,
high ABV & extreme
craft beers

+

CONFUSED

with the myriad
of choices they face
at the bar

and have just
8 secs
to place an order
from door to bar!



OUR PROPOSITION:

- 1 WELL BALANCED** ales that are both sessionable & accessible to all.
- 2 QUALITY ASSURED** through our acclaimed award of *'World's Best Ale'*
- 3 WELL INFORMED** and educated bar staff to help navigate consumers to the right choice.
- 4 HIGHLY ENGAGING** and clear communication to both staff and consumers in outlet.

OUR BRAND SUPPORT: DRIVING PINTS IN HANDS

WORLD CLASS
BRANDING

In Outlet Visibility
& Online Engagement



WORLD CLASS
BREWING



Winner of World Champion
Ale at the worlds oldest
beer competition (1886)
amongst 1300 beers from
over 50 countries.

WORLD CLASS
SELLING

Dedicated Brand
Ambassadors –
providing staff training,
tailored launch events
and ongoing sampling
promotions & events.



BREWING IS IN OUR BLOOD

UNRIVALLED IRISH
BREWERY & HERITAGE
SINCE 1702

Please contact your local
Sullivans Distributor & Brand Ambassador
for more details

www.sullivansbrewingcompany.com



RICHARD SULLIVAN - FOUNDER