

MEET THE MOST ANCIENT OF DISTILLED SPIRITS — AND THE BEST NEW THING TO HIT THE LIQUOR SCENE

# SMUGGLING NUN

IRISH

## POITÍN

### **SMUGGLING NUN IRISH POITÍN, the Original Spirit of Ireland** **Poitín [POT-cheen: Irish for “little pot”]**

At 90 proof, SmugNun is authentically strong, exceptionally smooth and flavorful. An excellent aperitif or digestif—and a standout in cocktails.

#### **PASSION**

Creator Maura Clare’s obsession with the world’s oldest-newest distilled spirit dates back to her late teens, when poitín was still illegal. Her cousin, an Irish Franciscan nun and co-conspirator, smuggled some to her from Ireland in a holy water bottle.

#### **DEDICATION TO EXCELLENCE AND AUTHENTICITY**

In 2014, Maura hunted down a retired bootlegger-mentor in the Glens of Antrim and convinced him to share his celebrated, secret recipe, which originated with the famous poitín distiller Michael McIlhatton. Over the next seven years, she worked to perfect the recipe and capture the distinctive, fresh flavor of Ireland’s best poitín. Then Smuggling Nun’s County Down distillery went through an extensive process to procure the finest ingredients and scale up the formula for production. Smuggling Nun’s brand and package design emerged to embody historic significance, genuine premium flavor—and a healthy dose of Celtic playfulness and joy.

#### **STRATEGY, EXECUTION, COLLABORATION, OPPORTUNITY AND DIVINE INTERVENTION**

Smuggling Nun’s arrival coincides with explosive growth in Irish spirits exports—up an astonishing 19 percent in 2021. A coincidence? The timing seems miraculous. Spirits enthusiasts, cocktail aficionados and Celtic curiosity seekers are thirsty for outstanding-unique-authentic-intriguing-quality Irish spirits. Smuggling Nun ticks all those boxes and is collaboratively, strategically moving to cover key markets with key partners.

#### **PROFILE**

“Approachable in style, with bright cereal notes, a subtle smokiness and fine minerality. The vegetal, savoury elements appear within the smooth, delicate palate.”

*- 2022 International Wine and Spirit Competition Tasting Notes. Winner, Silver Medal Award (90 points)*

**GDUSA**  
GRAPHIC DESIGN USA

Winner, 2022 Graphic Design USA Package Design Annual Competition Award

**In blind taste tests, the SmugNun consistently ranks as the smoothest, most premium and flavorful of Irish poitíns.**



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## IRELAND'S BEST KEPT SECRET

**Smuggling Nun is eminently sippable straight—and is also a beatific base for mixed drinks. Here are three examples of familiar cocktails that demonstrate The Nun's standout success in comparison to vodka, tequila, or light rum.**



### THE AMBASSADOR

A Celtic version of the classic Paloma!

Kosher salt (optional)  
3 ounces grapefruit juice  
1 tablespoon lime juice, freshly squeezed  
1 teaspoon sugar (omit for a Skinny Ambassador)  
**1.5 ounces Smuggling Nun Irish Poitín**  
4 ounces club soda  
Grapefruit wedge

Sprinkle salt on a small plate. Rub rim of glass with grapefruit wedge and dip rim into salt. Combine grapefruit and lime juices with sugar in glass and stir until dissolved. Add #SmugNun Poitín, ice, soda, and grapefruit wedge garnish.



### THE MURPH-Y-TO

An Irish Mojito!

10 mint leaves  
½ lime, cut into 4 wedges  
2 tablespoons white sugar (or more, to taste)  
1 cup ice cubes  
**1.5 ounces ounces Smuggling Nun Irish Poitín**  
4 ounces club soda

Put mint leaves and a lime wedge into glass and muddle to release the oils and juice. Add 2 more lime wedges and sugar, muddle again. Fill the glass with ice, pour in the rum, and fill the glass with club soda. Add sugar to taste if more is desired and place remaining lime wedge as garnish.



### DUBLIN DONKEY

Beats the pants off a Moscow Mule!

**1.5 ounces Smuggling Nun Irish Poitín**  
.5 ounce lime juice, freshly squeezed  
3 ounces high quality ginger beer  
Lime wheel garnish

Fill glass or copper mug with ice. Add ice, #SmugNun Poitín, and lime juice to a shaker and shake until chilled. Strain into the glass. Add ginger beer and lime garnish.

### AVAILABLE AT:

**Harbor Point Wines & Spirits, Stamford**  
**BevMax Stamford, Norwalk and Westport locations**  
**Harry's Wine & Liquor Market, Fairfield**

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