

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 45 ABV, authentically strong, exceptionally smooth, and flavorful.  
An excellent aperitif or digestif and a standout in cocktails.

### POITÍN IS...

- One of the world’s oldest distilled spirits—and what the Irish and Scots learned to age into whiskey.
- The first illegal alcohol after the English banned it in 1661—and the start of all bootlegging culture.
- Finally legal again, after being underground for over 300 years.
- Appealing to spirits and cocktail enthusiasts, Celto-philes, whiskey historians, novelty seekers, gift givers, and more.

### THE SMUGGLING NUN STORY

Maura Clare became fascinated by the rich history surrounding poitín back when it was still illegal. Knowing of her obsession, an Irish cousin—a Franciscan nun—smuggled some back from the Old Country in a holy water bottle so Maura could try it. And a brand was born. Well, eventually.

Years later, Maura met a retired bootlegger in the Glens of Antrim, who was willing to share a special recipe. His father had distilled with a renowned poitín maker—immortalized in the song “Michael McIlhatton” as the best producer in the land. Maura practiced that technique on the patio of her condo. Some years later, SmugNun’s CountyDown distillery went through an extensive process to scale up the formula and land on the distinctive, smoky-fresh flavor of Ireland’s finest poitín.

### SMUGNUN SELLING POINTS

Americans are thirsty for new and varied experiences in liquor. Smuggling Nun is outstanding sipped neat, mixed in simple ways, and/or as a base for elevated cocktails.

Consumers love that SmugNun has a passionate, authentic and hilarious origin story—and is an independent, woman-owned enterprise.

Smuggling Nun joins the phenomenal rise of Irish spirits in recent decades. Market intelligence predicts the poitín market will reach a size of \$218 million over the next seven years, growing at a compound annual rate (CAGR) of 10.1% from its \$92 million valuation in 2024. Drinks Ireland’s new “Spirit of Ireland” campaign in North America advances poitín’s rediscovery and revitalization, emphasizing its versatility in modern cocktails and Geographical Indication status as a protected product of Ireland.

### POSITION

With premium Irish whiskeys.  
Suggested retail: \$39.99



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## AWARD-WINNING, PREMIUM FLAVOR PROFILE AND PACKAGING



SFWS Awards  
Silver Medal



IWSC Awards  
Silver Medal, 90 Points



GDUSA Packaging  
Design Awards



Global Spirits  
Design Masters, Silver Medal

Tasting Notes from San Francisco World Spirits Competition Judges:

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

## SUGGESTED WAYS TO DRINK



### Belfast Coffee

A fresh new take on Irish coffee: cold brew, SmugNun and a cloud of fresh whipped cream.



### Black and White

Belly up to the bar and alternate sips of The Nun and a good Irish stout. Smoooooth.



### Irish 75

Poitín makes a French 75 sing.



### Dublin Donkey

Beats the pants off a Moscow Mule!



THESE AND MORE COCKTAIL RECIPES AT [SMUGNUN.COM](http://SMUGNUN.COM)