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MEDIA COVERAGE

March 2025





2025 Media Coverage

OVERVIEW OF COVERAGE

TOTAL NUMBER OF CLIPS: 31

ONLINE: 28

SOCIAL MEDIA: 2

NEWSLETTER: 1

TOTAL POTENTIAL AUDIENCE: 1,262,759,909

ONLINE: 1,262,160,678

SOCIAL MEDIA: 2,753

NEWSLETTER: 596,478



March 5, 2025

Online Visits: 14,707

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St. Patrick's Day Cocktail Recipes-Raise a Glass to All Things Irish

The Perfect Muff & Tonic

Ingredients:

- 2 oz **Muff Irish Gin**
- Top with premium Indian tonic
- Garnish: Slice of orange and sprig of rosemary

Method: Fill a rocks glass with ice. Add the gin and top off with premium chilled tonic water. Garnish with a slice of orange and sprig of rosemary

For more information on the brands and additional recipes, you can visit the link in the recipes.



Forbes

March 5, 2025

Online Visits: 88,209,424

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6 Must-Try Irish Whiskeys For St. Patrick's Day

Smooth Irish whiskeys are in high demand in March. Here are six bottles to celebrate with.

Muff Irish Whiskey, \$35



The Muff Liqueur Company's Irish whiskey uses a blend of five different whiskeys. THE MUFF LIQUOR COMPANY

Five separate Irish malt and grain whiskeys join like Voltron to create an excellent and still-accessible whiskey with lots of character. Irish triple-distilled grain whiskey matured in former bourbon casks gives this its light and sweet notes, while peated triple-distilled malt whiskey gives it a nice but not overpowering burst of sweetness. Other whiskeys round out the process and add to a symphony of flavor that's got some peat-forward, lightly smokey notes that I love.

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March 6, 2025

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The Muff Liquor Company Peated Irish Whiskey Review (2025)



As we approach St. Patrick's Day, it seems timely to explore some Irish whiskeys.

I'm always excited when a whiskey – any whiskey – is new to the American market. It doesn't matter if it is American or not; for me, it is something new and shiny. Maybe that's my ADD that kicks in.

Founded in 2017, **The Muff Distilling Company** is the brainchild of **Laura Bonner**, inspired by her "Granda" **Philip McClenaghan**, a potato farmer and distiller of Irish poitín. She was joined by her business partner, **Tom Russell**. The distillery is located in the village of Muff (hence its name) in the Inishowen Peninsula in County Donegal.

The distillery makes potato-based gin, vodka, and a blended Irish whiskey. Those have been available in Europe for several years and, with the help of celebrity investor partners **Russell Crowe**, **Ed Sheeran**, **Ronan Keaton**, and **Jimmy Carr**, are expanding globally, and **Lucas Bols USA** has been tapped to assist its introduction to the United States.



One of the things about the Irish Whiskey that commanded my attention is that it is peated. Peated Irish whiskeys are the exception, not the rule. It is made from a five-part blend of grain and malt whiskeys. Those five parts are:

- Irish triple-distilled grain whiskey in a virgin cask;
- Irish triple-distilled grain whiskey matured in ex-American bourbon casks;
- Sherry matured triple-distilled malt whiskey;
- Double-distilled Irish malt whiskey; and
- Peated triple-distilled malt whiskey is again matured in ex-American bourbon casks.

If you look at those components, you'll discover something else that is different: most Irish whiskeys are triple-distilled. There's a double-distilled component, which *should* (in theory) add a more flavorful aspect. At the same time, there isn't a percentage breakdown for those individual whiskeys.

The Muff Liquor Company Irish Whiskey carries no age statement, which means the youngest component whiskey is at least three years old. There are no disclosures as to chill filtration or coloring. It is packaged at 43% ABV (86°) and is affordable at \$37.99 for 700ml.

Before I can #DrinkCurious, I must thank The Muff Liquor Company for providing me with a sample of this whiskey in exchange for my no-strings-attached, honest review.

Appearance: I poured this Irish whiskey into my Glencairn glass to sip neat. The liquid possessed a pale straw color. A medium-thick rim formed husky, crazed tears.

Nose: Let's get the obvious question out of the way: While the peat was obvious as I poured the whiskey from the bottle, it had significantly subdued once I allowed it to breathe. That allowed me to explore the aroma further, exposing my olfactory sense to lemon curd, pineapples, bananas, floral notes, and cedar. When I inhaled the air through my lips, there was lemon oil.

Palate: I felt a soft, creamy mouthfeel as I took my first sip. Again, there was the expected peat component, which, in this case, was on the mild side. The second sip revealed rich vanilla, fried plantains, and Granny Smith apples on the front. The peat appeared in the middle, along with walnuts and toasted coconut. I tasted dry oak, cinnamon spice, and white pepper on the back.



Finish: The almost never-ending finish included flavors of cinnamon spice, white pepper, gently smoked peat, toasted coconut, and very dry oak. Then, clove came out of nowhere and muted everything else. I timed the duration at 3:31.

Bottle, Bar, or Bust: That finish – wow. It was big, bold, and surprisingly un-Irish whiskey-like. The peated component complimented the spice notes well. The sweet, tart, and fruity flavors were well-balanced, and I found the entire experience captivating. I commend The Muff Liquor Company for proofing this correctly and not shooting from the hip with 40% ABV. It beats so many similarly-priced Irish whiskeys on the market, and I'm thrilled to have this in my whiskey library. It ran away with my **Bottle** rating. Cheers!

My Simple, Easy-to-Understand Rating System

- **Bottle** = Buy It
- **Bar** = Try It
- **Bust** = Leave It





Whisky ADVOCATE

March 7, 2025

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Old Elk's New Flagship, Woodford's Derby Bottle, Bushmills 46 year old, Penelope Rio, and More [New Releases]



The Muff Liqueur Company Irish Whiskey

ABV: 43%

SRP: \$35

Availability: Nationwide

Originally slated for a U.S. launch in January, this peated Irish expression was reviewed by Whisky Advocate in our **Winter 2024 issue**. The whiskey is a five-part blend of single malt and grain distillate, sourced from Hinch Distillery and undisclosed producers. Muff Liqueur Co. is located in Northern Ireland, 15 miles south of Belfast. The five components in the blend are:

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Originally slated for a U.S. launch in January, this peated Irish expression was reviewed by Whisky Advocate in our **Winter 2024 issue**. The whiskey is a five-part blend of single malt and grain distillate, sourced from Hinch Distillery and undisclosed producers. Muff Liquor Co. is located in Northern Ireland, 15 miles south of Belfast. The five components in the blend are:

- Triple-distilled Irish grain whiskey aged in virgin oak (made at Hinch)
- Triple-distilled Irish grain whiskey aged in bourbon barrels (made at Hinch)
- Triple-distilled malt whiskey aged in sherry casks (sourced by Hinch)
- Double-distilled Irish malt whiskey (made at Hinch)
- Triple-distilled peated malt whiskey aged in bourbon barrels (sourced by Hinch)

The Muff Liquor Co. was founded by Laura Bonner in 2018. She was inspired to start her own spirits company—Muff also makes vodka and gin—in part by her grandfather, a potato farmer who made poitín (a traditional unaged Irish spirit that can be made from grain, potatoes, sugar beet molasses, or other ingredients). You can read our review of the blend [here](#).



Forbes

March 7, 2025

Online Visits: 88,209,424

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Irish Whiskey Sees Opportunity As American Whiskey Faces Challenges

Tailwinds from rising demand and potential tariff advantages are pushing growth for Irish whiskey companies that have gained a foothold in the U.S.

For Irish distiller [The Muff Liquor Company](#), this momentum presents an opportunity to expand into the U.S. market. Based in the town of Muff in County Donegal, the distillery officially launched in the U.S. in February, with products available in 31 states.

“My first American order was roughly 30,000 cases,” said president and founder of The Muff, Laura Bonner, in a Zoom interview. “That was nearly my global sales for last year.”



The Muff Liquor Company officially launched in the United States in 2025 amid rising demand. COURTESY: THE MUFF LIQUOR COMPANY

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While The Muff also produces gin and vodka—the former considered their “hero product” for the rest of the world—Bonner said that Irish whiskey holds a unique appeal for American consumers.

“Over the years, looking at Irish as a brand itself, we’re associated with heritage, craft production, and really good products,” she said. “I think it resonates really well with Americans, the Irishness—and we produce really good whiskey.”



Drink to National Espresso Martini Day with the best espresso martini recipes



Galliano has an espresso liqueur that works well in espresso martinis. TOTB

Galliano Espresso Martini

- 1.5 oz Vodka
- 1 oz Galliano Espresso
- 1 oz Espresso

Shake with ice and strain into a martini glass



NATIONAL ESPRESSO MARTINI DAY: COFFEE COCKTAILS

GALLIANO ESPRESSO MARTINI

With the resurgence of the [Espresso Martini](#), it's no surprise this iconic cocktail has earned its own day of celebration. Since its creation in the 1980s, this bittersweet, caffeinated libation has become a global favorite – perfect for kicking off an evening or winding down with a smooth nightcap. This March 15th, aka [National Espresso Martini Day](#), is the time to shake up a classic or explore creative twists on the beloved cocktail!

Whether you're a purist or love an unexpected riff, there are endless ways to elevate your cocktail game. [Galliano Espresso](#) and [Tia Maria Cold Brew Coffee Liqueur](#) are must-haves for crafting a bold and flavorful Espresso Martini at home; For a unique spin, swap vodka for [Kōloa Kaua'i Coffee Rum](#) to add a tropical touch of Hawaii to your caffeine fix. Partnering with Kaua'i Coffee Company, this coffee-flavored rum bottles the Hawaiian Island ease and the spirit of Aloha. If you're looking for a lighter take, [Fluère Spiced Cane](#) offers a low-ABV twist while preserving the cocktail's signature depth.

Here are four Espresso Martini recipes to enjoy all year long!

Ingredients:

- 1.5 oz Vodka
- 1 oz [Galliano Espresso](#)
- 1 oz Espresso

Blend together and enjoy!





THE LOW ABV ESPRESSO MARTINI (6%)



Ingredients:

- 1.5 oz [Fluère Spiced Cane](#)
- 1 oz [Galliano Espresso](#)
- 1 oz Espresso
- Dash of simple syrup
- Garnish: Three Coffee Beans

Instructions: Add all the ingredients into a cocktail shaker with ice. Shake and strain into a chilled martini glass. Garnish with three coffee beans.

Cheers!

Please drink responsibly.

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March 12, 2025

Online Visits: 596,478

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INSIDEHOOK

The 40 Best Irish Whiskeys for 2025

From budget options to premium pours, we've got St. Patrick's Day covered

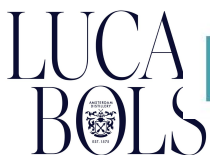


Muff Irish Whiskey

The Muff Liquor Co.

Muff Irish Whiskey

The unusually monikered spirits producer — read their story [here](#) — hails from the village of Muff in County Donegal, Ireland. The brand has several celebrity investors, including Russell Crowe, Ed Sheeran, Ronan Keating and Jimmy Carr. While launching a potato-based vodka and gin, the brand also put out a triple-distilled, peated Irish whiskey made with a five-part blend of Irish malt and grain whiskey. It's a lovely mix of smoke, sweet, fruit and cereal.



BUY HERE





THE SPILL

BY INSIDHOOK

March 13, 2025

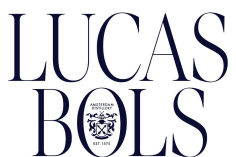
Online Visits: 596,478

TOP SHELF



THE 40 BEST IRISH WHISKEYS FOR 2025

From budget options to premium pours, we've got St. Patrick's Day covered





OnMilwaukee



March 13, 2025

Online Visits: 270,575

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Top 5 to try: Irish whiskey

The Muff



Like Drumshambo, The Muff Liquor Company in County Donegal is known for its gin and vodka, but also makes Irish whiskey, of course.

The Muff's 86 proof dram is blend of five malt and grain whiskeys, included peated, triple-distilled (it is Irish whiskey, after all) and aged in ex-bourbon barrels to create a layered flavor profile that ranges from peat smoke to dried banana to orange peel and toffee.

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March 13, 2025

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Muff Irish Whiskey Review



The Muff Liquor Company

Irish Whiskey

Peat-Smoked

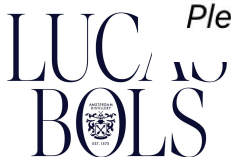
Triple Distilled

Recipe No / 03

86 Proof

MSRP: \$37.99/700ml

Please enjoy our Muff Irish Whiskey Review, from the Muff Liquor Company!





The Muff Liquor Company

The Muff Liquor Company, of Muff in County Donegal, Ireland, was founded in 2017, and originally launched with the introduction of their Muff Gin in February 2018. Their current core line up includes a potato based vodka and gin, as well as a triple distilled/five-part blend peated Irish Whiskey, which is the subject of this review.

The Details

Muff Irish Whiskey is a 5 part blend of Irish Malt and Grain Whiskeys. The list of components, and their contributions, as provided by the distillery, are below. As no age statements are given, we can assume all whiskeys are at least 3 years old, which is the minimum required age for Irish Whiskey.

1. **Irish triple distilled grain whiskey in a virgin cask** will get a very dark colour from the heavy char toasting and give a sweet vanilla note.
2. **Irish triple distilled grain whiskey matured in ex-American bourbon casks**, adds a light and sweet note to the mix.
3. **Sherry matured triple distilled malt whiskey** which gives body to the drink.
4. **Double distilled Irish malt whiskey** which provides a fruity-ester presence.
5. **Peated triple distilled malt whiskey is again matured in ex-American bourbon casks** and brings a smoky flavour and long rounded finish.





Tasting Notes – Muff Irish Whiskey Review

Let's taste it:

📖 Rested for 15 minutes in a Glencairn

- 👃 Nose: Peat is noticeable, but fairly mild; light caramel; soft fruit flavors, like pears, and a touch of apple pie filling; tart orange citrus; light honey; alcohol vapor appropriate for the proof
- 👅 Taste: Quite sweet with light honey, light caramel, light pear & light peat
- 👄 Finish: Peat, barrel char & ash; mild honey & mild pear; mild white pepper spice; lingering warmth; moderately long

The nose of Muff Irish Whiskey is mildly sweet and soft, yet flavorful. The peat is noticeable, but yet is fairly mild. There's also light caramel, and soft fruits, like pears, with a touch of apple pie filling. In addition, there is also a bit of tart orange citrus. Light honey contributes to a mild sweetness. The alcohol vapor is mild, and appropriate for the proof.

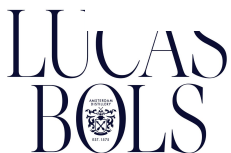
The taste is similar to the nose, being light to medium bodied, soft, but surprisingly sweet. The flavors carry over from the nose, with light honey, caramel and pears. The peat remains relatively mild, but is noticeable.

The peat becomes much more noticeable in the finish, but is still not overbearing. It is joined by some barrel char and ash, which linger into the moderately long finish. Mild light honey and pears also continue. A mild white pepper spice grows later on, but remains mild in intensity. In the end, there's a pleasant lingering warmth.



Full of Surprises

This whiskey is just full of surprises! While the pears and light honey are consistent throughout the entire sip, the degree of sweetness in the taste is a bit of a surprise following the relatively soft, and only mildly sweet, nose. Likewise, the increased intensity of the peat, with some barrel char and ash, in the finish, is a bit unexpected as well. The Muff Liquor Company's Peat-Smoked Triple Distilled Irish Whiskey is quite easy to sip, and before I know it, I am ready for another pour.





Conclusion

This is a very enjoyable whiskey, with an interesting progression of flavors. Even though the peat is on the mild side, if you are not a fan of that flavor, it's probably worth trying a pour before buying a bottle. While this whiskey is not overly complex, it's far from being simple, either. The oscillating degree of sweetness, combined with the increasing peat throughout the sip, is a very nice complement to the pears and light honey which are present throughout. If this sounds intriguing to you, you'll want to give Muff Irish Whiskey a try.

Have you tried this Irish Whiskey from the Muff Liquor Company? What did you think? Cheers!🍷



The Social NY

March 14, 2025

Online Visits: 5,000

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LOVE ESPRESSO MARTINIS? FIND BOLD AND CREATIVE VARIATIONS THAT TAKE THIS CLASSIC COCKTAIL TO THE NEXT LEVEL



Galliano Espresso Martini

Ingredients:

- 1.5 oz Vodka
- 1 oz Galliano Espresso
- 1 oz Espresso

Method:

Blend items together in a cocktail shaker with ice. Shake vigorously for 30 seconds, strain into a chilled martini glass and enjoy!

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The Low ABV Espresso Martini (6%)

Ingredients:

- 1.5 oz Fluère Spiced Cane
- 1 oz Galliano Espresso
- 1 oz Espresso
- Dash of simple syrup
- Garnish: Three Coffee Beans

Method:

Add all the ingredients into a cocktail shaker with ice. Shake and strain into a chilled martini glass. Garnish with three coffee beans



March 14, 2025

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FORTHEWIN

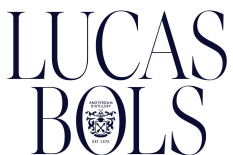
The best Irish whiskeys on St. Patrick's Day: A guide with tastiest to try

If you're sick of Irish whiskey but still want to celebrate Ireland: The Muff Liquor Company's gin and vodka



The Muff's whiskey, gin and vodka offerings *Christian D'Andrea*

Look, I hear it. The folks in marketing clearly did as well, because "muff" and "liquor" are in larger fonts than anything else on the label.





But Muff is a village in north Ireland (near the border of Northern Ireland) that recently launched in the United States. And the local distiller cast a wider net than traditional Irish spirits. Their whiskey is a peated blend of grain and malt whiskey. There's also vodka made from local potatoes and a gin made from, well, local potatoes and, interestingly enough, a little bit of champagne extract.

Let's give all three a whirl.

Irish Whiskey: B

It's got a medium bodied color and no age on the label -- which makes sense, since it's a blend. The peat imparts a little smoke and earthiness that leaves it closer to a Scotch than your typical Jameson. That's not a problem; I love Scotch. But it's also just a little thin; the flavor doesn't stretch all of the way to the back of the hallway and a minor boozy sting sneaks in.

It's certainly grainy up front. You get a bunch of breakfast malts with a minor, but nice, smoky peat. While I had concerns about a fiery finish, The Muff's Irish whiskey stays true to its inspiration. It's smooth and mellow, leaving a little lingering warmth at the back of your throat but nothing that would make you wince.

Those cereal grains bring a sweetness that shows up in a moderate way at first. Then it gives way to some pepper and spice. Then it roars back with honey, leaving an almost gritty mouthfeel. There's solid depth for a \$35 bottle; an easy sipper with enough stages to keep you coming back to figure out what you're tasting and what you're missing.

You'll have to be OK with a sweeter whiskey for TMLC's Irish whiskey. It's cheap enough to be an easy mixer, but smooth enough to drink neat for long stretches. That makes it a solid value -- and a decent spirit.





Irish Gin: B

My favorite gin is made just [an island away on Islay](#) -- a community better known for its whisky than anything else. That gives me hope for this Irish gin, which promises it has been distilled six times and infused with all the botanicals you'd expect from a craft spirit. Juniper, lemon, rosemary, etc.

I'm mixing this with Barritt's tonic, since the brand's ginger beer has put it in my circle of trust (and because I don't want to sip gin neat). I'm not adding any citrus so I can see how the spirit holds up on (sort of) its own.

The smell off the top of the bottle is light, floral, fruity and sweet. It's enticing and seems like the perfect match for a refreshing spring cocktail. The first sip backs this up. While there's a little warmth at the tail end, the headline here is an almost syrupy sweet gin that matches the profile of the Irish whiskey. You get some of that honey, a little... orange? and its sweetness (along with some berry flavor) is the undercurrent behind the juniper you'd expect from a gin and a little light spice you would not.

That makes it an easy two-step cocktail. It doesn't need a twist, but a little acidic sting would help balance things in a way the sweet citrus in the gin itself does not. It's not the Botanist, but it's much cheaper than the Botanist. So far, The Muff is two-for-two on value.

Irish Vodka: B

We're back to the well with Barritt's -- a clean, sweet tonic that serves as your drink's offensive lineman. You didn't notice it? Perfect, that means it's doing its job. Once again we're looking at a spirit distilled six times. Which, 20 years ago, meant we ran a bottle of Kamchatka vodka threw a Brita filter six times to make it taste like Grey Goose (this did not work, but it **did** ruin a Brita filter).





In this case, the sweetness of the tonic carries the drink. You get some of the spice of a vodka underneath, but this vodka has very little in the way of taste when it comes to a (strongly made) cocktail. Pulling from the bottle backs this up. It's sweet (surprise!), has a little honey and mild citrus, a little pepper and that back-end boozy warmth you'd expect from a vodka.

I don't know how that would hold up in a bloody Mary -- I'm gonna try that next -- but in a vodka tonic it's dangerously drinkable. While a twist would once again add the clash of tartness that finishes each sip crisply, this finishes a bit sloppy but not in an overwhelming way. You're left with a sweet aftertaste that lingers pleasantly on your lips for minutes after you've put it back on the table.



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March 14, 2025

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March 14, 2025

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Check Out Our St. Patrick's Day 2025 Cocktail Roundup

23. The Perfect Muff & Tonic



Source: Muff Gin

Ingredients:

2 oz [Muff Irish Gin](#)

Top with premium Indian tonic

Garnish: Slice of orange and sprig of rosemary

Directions: Fill a rocks glass with ice. Add the gin and top off with premium chilled tonic water. Garnish with a slice of orange and sprig of rosemary.





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March 15, 2025

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644 posts

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Kirk Miller

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Editor and spirits aficionado at InsideHook. Brooklyn resident. Appreciates free drinks.
www.insidehook.com/author/kmiller



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March 17, 2025

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10 Essential Irish Whiskeys to Sip This St. Patrick's Day

9. The Muff Irish Whiskey (\$38)



(Photo: The Muff Liquor Company)

[Buy It Now](#) | [See What The Critics Say](#)

This blend of five malt and grain whiskeys stands out with a touch of peat. On the nose, it offers sweet honey and graham cracker notes, underscored by a smoky depth with a hint of rubber. The palate follows through with a balanced mix of peat, honey, straw, and cinnamon, with a slight menthol touch adding freshness. A long finish carries lingering smoke, subtle sherry character, vanilla, and burnt sugar, making this an affordable yet complex sipper.



March 17, 2025

Online Visits: 5,000

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Bourbon News for March 17, 2025

In honor of St. Patrick's Day, I also have reviews of a few Irish Whiskeys and blends:

- [Muff Irish Whiskey Review](#) – Muff Irish Whiskey is a 5 part blend of Irish Malt and Grain Whiskeys, including a peated component. I found that its oscillating degree of sweetness, combined with the increasing peat, provide a very nice complement to the pears and light honey which are present throughout the sip. Read [my full review](#) to learn more!





March 18, 2025

Online Visits: 5,382,704

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15 Cocktails Every Chocolate Lover Should Know About Golden Cadillac



The golden Cadillac is a classic cocktail that has been in rotation on bar menus since its invention at a California bar in the early 1950s. The story goes that a newly engaged couple asked for a special drink to celebrate their union, and the bartender dedicated the drink to the pair's notable car outside.

This drink is also relatively easy to make, provided you have the herbaceous Italian liqueur Galliano L'Autentico on hand. Galliano has a yellow or "golden" color, and its vanilla and anise flavors make it an interesting combination with chocolate.

The golden Cadillac a close cousin of the brandy Alexander, using the Galliano instead of brandy. To make this drink, mix the Galliano with white crème de cacao, cream, and ice, and pour it into a pre-chilled cocktail or coupe glass, with optional chocolate shavings on top.



yahoo!life

March 18, 2025

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Syndications from Chowhound

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March 21, 2025

Online Visits: 127,227,053

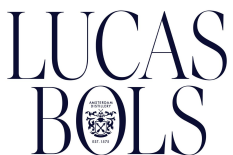
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The Hands-Down Best Tequila to Drink Now

Tequila Partida



If you're unfamiliar with Partida, there's some good news—you can order a sample kit of the brand's various tequila expressions from the website to try. If you like what you taste, and you very well may, there's a wide range of expressions to check out from this self-proclaimed additive-free brand. There are the usual blanco and aged tequilas, which are all quite good, and then there's a few more unusual ones. Roble Fino Reposado is the core reposado finished in sherry-seasoned casks formerly used to age single malt whisky (there's an añejo version of that tequila as well). And last fall, the brand announced the launch of its single barrel añejo program—check bars, restaurants, and stores in your area to see if they have it in stock.





March 23, 2025

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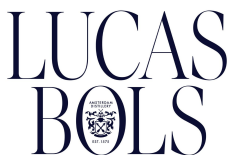
WINE ENTHUSIAST

The U.S. Has a Long, Ugly History of Alcohol-Related Tariff Fights. They Don't End Well.

An Already Struggling Industry

While tariff threats are never welcome, the beverage industry is already in a precarious position.

“I believe that if tariffs are imposed, it could be a tipping point,” says Brett Dunne, managing director U.S. and Canada of Dutch spirits giant **Lucas Bols**. “The industry is facing tremendous headwinds from declining consumption habits, the emergence of recreational cannabis use, GLP-1 drugs and the overall economy.”





Instagram

March 24, 2025

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[Ink.bio/isabellekellogg](https://ink.bio/isabellekellogg)



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March 25, 2025

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DISTIL^{ER}



DETAILS

39 REVIEWS

COMMUNITY RATING

3.68 ★★☆☆☆ (39)

Partida is known for having complete control over its production from field to bottle. The estate-grown agave used to make it is aged 7 - 10 years in a section near a dormant volcano in the Tequila Valley of Jalisco, Mexico. It's aged six months in ex-Jack Daniels barrels.

AGE

COST

ABV

NAS

\$ \$ \$ \$ \$

40.0

TEQUILA REPOSADO

DISTILLED FROM 100% BLUE WEBER AGAVE, IT IS AGED FROM 2 MONTHS UP TO A YEAR IN BARRELS NO LARGER THAN 20,000 L. ANY TYPE OF WOOD IS ACCEPTABLE, ALTHOUGH EX-BOURBON BARRELS ARE MOST COMMON. REPOSADO TRANSLATES TO "RESTED".

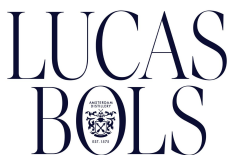
CASK TYPE

EX-JACK DANIEL'S BARRELS

TASTING NOTES

"Clean, fruity (pear, green apple, cantaloupe) flavors are accented with a subtle hit of white pepper, allspice, cardamom and cinnamon. A hint of green pepper enters the scene and leaves with a drop of vanilla, a sprinkle of salt and whiff of smoke. There's just enough influence from the oak to give it character without taking over. Everything tastes fresh, well rounded and very easy to sip."

ADDED BY [AMANDA SCHUSTER](#)
SCORE 92



Get ready for Easter with these fun, playful cocktails

Bright colors, fruity ingredients, and carrot themed drinks to celebrate the season

Fluère Raspberry Collins (Mocktail)

Ingredients:

- 2 oz FLUÈRE Raspberry
- $\frac{2}{3}$ oz Simple Syrup
- 1 oz lemon juice
- Top with soda water

Method:

1. Pour all the ingredients into a highball.
2. Fill with ice and top up with soda water.
3. Garnish with raspberries.



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March 26, 2025

Online Visits: 127,227,053

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Syndication from The Manual





March 27, 2025

Online Visits: 120,419

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BEVNET

The Muff Liqueur Company And Lucas Bols USA Launches Premium Irish Spirits In The U.S. Market



The Muff Liqueur Company, an award-winning premium Irish spirits producer and innovator, from the village of Muff in Co. Donegal, Ireland, is thrilled to officially launch in the U.S. The range includes three super-premium liquors; The Muff Liqueur Company potato based Irish Vodka and Irish Gin that are both distilled 6 times, and a triple distilled/five-part blend peated Irish Whiskey. These Irish spirits are available nationally at retail, bars & restaurants, and online, where each bottle represents dedication to excellence, a deep connection to heritage, and a true appreciation of premium craft.

The Muff Liqueur Company was founded in 2018 by proud Donegal native Laura Bonner, who set out to honor her family's legacy and showcase the unique taste of that land. Laura is dedicated to preserving the area's rich heritage, inspired by 'Granda' Philip McClenaghan, a potato farmer with a knack for innovation and the original creator of the handcrafted 'Poitín' recipes that now inspire her spirits. The portfolio honors his legacy by using the finest quality ingredients and premium Irish potatoes from Donegal that deliver spirits with an unparalleled taste and velvet smooth texture.



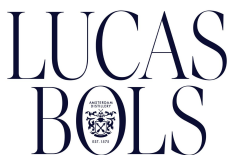
As CEO and founder, Laura brought together a strategic team of high-profile celebrity investors, including actor Russell Crowe, singer-songwriters Ed Sheeran and Ronan Keating and comedian Jimmy Carr, to support the global expansion of the brand. These partners have recognized the exceptional quality of Muff's premium spirits, and helped elevate the brand's profile and reinforce its reputation for authenticity and craftsmanship.

Before founding The Muff Liquor Company, Laura graduated with a law degree from Dublin Business School and embarked on a highly successful real estate career in London UK, eventually taking on a UK Sales Director role where she saw 300 employees across 17 offices. However, her dream of building her own distillery never left. Inspired by her grandfather's ingenuity and original Poitín recipes, Laura has aspired to make a difference in the village of Muff and her community where The Muff Liquor Company Experience is based today. Laura returned to her roots 8 years ago to follow through on her business idea for The Muff Liquor Company she had at 19.

"All of us at The Muff Liquor Company are thrilled to be partnering with Lucas Bols to launch our innovative range of Irish spirits that honors the authentic style of Donegal into the US market," says CEO and founder Laura Bonner. "Our three spirits reveal Ireland's potential to show the world our dedication to craft, especially with the new global release of the peated Irish whiskey within the range. This is a big step for us and we are excited to share and impress with the complexity and craft of our brand."

"The Lucas Bols company has been creating great cocktail experiences around the world since 1575. This year marks our 450th anniversary and we continue to innovate and expand our portfolio of brands as we look into the future," says Brett Dunne, Managing Director for Lucas Bols USA. "The Muff Liquor Company is a fun young brand with great quality spirits that will resonate in the USA. We are excited to launch the brand nationally and offer consumers great new Irish whiskey, vodka and gin cocktail experiences."

The Muff Liquor Company range is designed for fostering moments of joy, lively conversation, and social connection that enhance a cheerful atmosphere. The premium liquors promise to elevate the scene, offering spirits enthusiasts a taste of Donegal's finest potato-based Vodka, Gin and Whiskey expressions. Laura and her team have worked tirelessly to introduce U.S. consumers to craft top-quality spirits that represent Ireland's authentic heritage with an overwhelming personality.



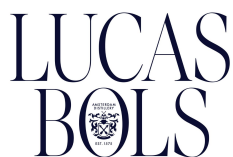


The Muff Irish Vodka (SRP: \$34.99): A premium vodka that boasts a clean and crisp flavor profile, made with the finest potatoes that undergo a rigorous distillation and meticulous filtration process. The final mixture offers a smooth and well-balanced experience, making it an excellent choice for sipping neat or as a versatile base for cocktails. ABV 40%.

The Muff Irish Gin (SRP: \$34.99): The vibrant gin exemplifies the dedication to quality and innovation, combining traditional distilling techniques with carefully selected botanicals. Made with high-quality potatoes, the gin incorporates a blend of mandarin, juniper berries, citrus peel, elderflower, and rosemary, cold-infused overnight in the spirit. A hint of Champagne extract is added, imparting subtle effervescence and enhancing the gin's well-balanced and complex flavor profile. ABV 40%.

The Muff Irish Whiskey (SRP: \$34.99): This unique peated Irish whiskey bursts with a depth of flavors that lends itself to a quality tasting experience. Made with a 5 part blend of Irish Malt and Grain whiskey, each brings an individual element and multiple layers of flavor to the nose, middle palate and end of the tasting experience. ABV 43%.

For more information, visit The Muff Liquor Company site and join the conversation @muffliquorco. The Muff Liquor Company is exclusively distributed by **Lucas Bols USA**. The Lucas Bols Company, is a leading global cocktail and spirits player in the worldwide cocktail market and is celebrating their 450th anniversary in 2025. Lucas Bols' mission is to create great cocktail experiences around the globe.





March 27, 2025

Online Visits: 10,735

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LUXURYfacts

Women Winemakers Know How to Do it Well!



Pallini Limoncello liqueur

Looking to re-stock the bar cart or try something new? Jump on the newest flavor trend that's pushing the much-loved Aperol Spritz off to the side. It has to do with lemons and the Amalfi Coast.

While Italy was unifying its provinces in the late 1800s, **Pallini**, the makers of the Amalfi Coast's iconic limoncello liqueur, was setting up shop. Founded in 1875 and celebrating its 150th anniversary this year, it's still family run. Micaela Pallini, a chemist with a PhD, took over the business effortlessly and applied her highly nuanced palate (it's a woman thing!) to refresh her family's limoncello. Made with the lemon oil from the zest of those gloriously plump, pithy, pesticide-free Amalfi lemons into a harmoniously sweet, zesty elixir, it is an ultra premium liqueur. I sat with Micaela and sampled it straight, and also in a Pallini Spritz made with Prosecco and sparkling water over ice (we had a blast during this tasting!). It is destined to be the new summer cocktail.

