



# MEDIA COVERAGE

2024-2025





Date: 8/20/2025

Online Visits: 5,000

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## New Reviews for August 20, 2025



### Muff Irish Gin

Brilliant, crystal clear. The aromatics are very intense, presenting scents of citrus zest, chamomile, and wild flowers with supporting notes of slate and kumquat. The palate is in full accord with the nose delivering a citrus-driven core with flavors of spring flowers, mandarin, grapefruit zest, and juniper. The finish is crisp. Medium-bodied and ideally balanced with a succulent texture. \$34.99 –

**4 Stars**



### Bols Vodka

Brilliant, crystal clear. The aromatics are very intense, offering scents of mineral, sandalwood, and straw with supporting notes of river stones. The palate confirms the nose delivering a mineral-driven core with subtle flavors of chalk and citrus zest. The finish is dry. Medium-bodied and nicely balanced with a vibrant texture. \$19.99 – **4 Stars**



August 2025 Issue

Print Circulation: 34,000

THE MAGAZINE WITH INSIGHT  
**BUSINESSFOCUS**

THE MAGAZINE WITH INSIGHT  
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## THE MUFF LIQUOR COMPANY OVER THE MOONSHINE



**The MUFF**  
LIQUOR  
COMPANY



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FROM HER GRANDDAD'S MOONSHINE TO AN INTERNATIONAL PRODUCT WITH MOVIE AND ROCK STAR LEVEL INVESTORS, THE MUFF LIQUOR COMPANY HAS QUITE THE STORY.

# Over the Moonshine

PROJECT MANAGED BY: DECLAN JONES

The short version of The Muff Liquor Company's origin story is that the company was founded in 2018 to sell potato-based gin and vodka, as well as smoked peated whiskey. Last July, the company opened a new brand home and distillery in the Irish village of Muff, County Donegal. It now has products in 39 states of the US and counting, as well as a team of just over ten people.

**"A**nd I still have my hair, which is amazing!" says Laura Bonner, The Muff Liquor Company's founder and CEO. But for the full story of how The Muff Liquor Company came to be, we need to go back to Bonner's grandfather, a potato farmer, and the one who introduced Bonner to potato, an illicit potato-based spirit you have heard called "Moonshine" elsewhere.

"I didn't know it was illegal. He'd sneak it in basket bags and share it out among us all," Bonner recalls. "I brought one of his bottles down to the distillery once and found it was 87% proof. How we're not blind is a miracle!"

**A DREAM IN THE MAKING**  
Bonner's career started along a different path. She was from a family of entrepreneurs and was heading to law school. But from very early on, she had other ideas.

"I wrote an email to my two older brothers and sister saying that I wanted to drop out of law school to come home, make vodka and call my business The Muff Liquor Company," Bonner says. "My middle brother rang me, and I won't repeat what he said, but he asked what I knew about running an alcohol business. So I stayed in university, got my law degree, and lasted nine months in a law firm."

Quickly deciding law wasn't the sector for her, Bonner moved into real estate, starting on her grand year. After six years, she became the Director of the UK for an Australian company, and she was Tom Russell's account manager for eight years, but she still wasn't happy. >>

Laura Bonner, founder and CEO, The Muff Liquor Company.

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**THE MUFF LIQUOR COMPANY**

"I talked about The Muff Liquor Company all the time," she tells us. "I kept telling everyone."

She adds, "We are aware of the double entendre in the name. That was intentional."

"Fortunately, someone was listening."

"The guy who'd become my business partner, Tom Russell, said 'You have been an account manager for ten years. Whatever you're selling, we're buying.'"

**"WE SELL PREMIUM SPIRITS, WE FOCUS ON LOCAL AND ARTISANAL PRODUCTS, AND WE SET OURSELVES APART WITH THE PRODUCT, THE KNOWLEDGE OF OUR STAFF, AND OUR CUSTOMER SERVICE."**

That was enough for Bonner. She broke up with her boyfriend, sold her apartment and moved back in with her dad. "Living the dream" as Bonner puts it.

That might sound sarcastic, but the truth is that when you look at The Muff Liquor Company today a lot of what it has achieved is pretty dreamlike. With The Muff Liquor Company's new brand home opening, the company now boasts shops, distillery tours, and an amazing bar. They have won a long list of accolades and awards, including a couple of months ago, "Best Blended Irish Whiskey in the World".

As well as those awards, The Muff Liquor Company has attracted some big-name investors.

"From the beginning, Ed Sheeran and Russell Crowe were on my vision board," Bonner says. "I decided I was going to have these guys as investors, and five years later, I did."

That said, while Bonner's pleased to have got those investors, they are not the biggest part of her strategy.

"As I like to remind everyone, the biggest celebrity is the liquid in the bottle," she tells us. "We sell premium spirits, we focus on local and artisanal products, and we set ourselves apart with the product, the knowledge of our staff, and our customer service."

**THE DREAM MEETS REALITY**

Of course, making a dream come true and actually living the dream are two very different things, and it was not long before Bonner was facing some harsh and unexpected realities of the business.

"Everyone is fed up talking about Covid, but it was a horrendous experience for us," Bonner says. "We launched on the third of February when the market was saturated, we are in a small country, and everyone's loyal to certain areas and certain brands. So we said 'Let's pack our bags and head to Asia while everyone else is trying to get into the US.'"

It was a strategy that went well, with The Muff Liquor Company establishing a presence in markets such as Japan and >>

**"AS I LIKE TO REMIND EVERYONE, THE BIGGEST CELEBRITY IS THE LIQUID IN THE BOTTLE."**



## THE MUFF LIQUOR COMPANY

Shanghai. Before long the firm had an extensive network of contacts, but then Covid hit and overnight international supply chains disappeared.

"I arrived home realising I had no support in Ireland, no route to market, and imports and exports had halted because nobody knew how the virus was transmitted."

Every day Bonner was getting calls asking what the plan was, and bankruptcy seemed like a very real risk. So Bonner cut herself off, did a meditation weekend, and came back with a concept for cocktail boxes that quickly became the firm's top-selling product.

Now, Bonner is looking into possibly returning to The Muff Liquor Company's original market.

"Asia was a solid market for us in 2018, but I have not heard from the people we were dealing with since, so it would be starting from scratch."

But it is a market that holds a special meaning for Bonner.

"We did our first market research and our first taste studies over there," she remembers. "We have gold on our bottles. We waited until 2018 to launch because eight is a sign of wealth."

Since those early days, The Muff Liquor Company has also navigated the repercussions of Brexit and a host of other challenges.

"I'd never owned a business before, so as far as I'm concerned this is all part and parcel of what it's like," Bonner says. "What matters is how you handle the situation, and how you handle your team."

**"WE WANT PEOPLE WHO CAN JUST GET ON WITH IT, WITH A POSITIVE ATTITUDE. AND I COULDN'T HAVE GOT A BETTER TEAM FOR THAT TO BE HONEST."**

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## THE MUFF LIQUOR COMPANY

### THE DREAM TEAM

Assembling that team is something Bonner has done very carefully. "I'll be honest. When I interview people, I don't need another me," she says. "I look to see what someone else can bring to the table."

However, ultimately, her decision rests on a simple test. "Could I go traveling with someone for three days?" she asks. "I picture sitting next to them on planes and through dinners. That is what I decide on. Most people have skills and the alcohol industry is quite small. So it comes down to personalities and mindset."

That mindset, Bonner tells us, has to be a positive one.

"I remind people this is just a job, health and family come first," she says. "I just need a team player. Our team is small and I like it that way. So we want people who can just get on with it, with a positive attitude. And I couldn't have got a better team for that to be honest."

Bonner has a clear vision of where she wants to take that team, as she is keen to share with us.

"By January 2026, I aim to have our products in all 50 states. I believe we will be the first Irish company to have four different products available across America," she says.

Of course, that will mean dealing with unpredictable tariffs, new supply chains, and who knows what other challenges. However, talking to Bonner, it is clear that through the good and the bad of running The Muff Liquor Company, she simply loves it.

"I've always loved it, but this is the first year I've really enjoyed the business. It's organised chaos," she says. "The team all know what they are doing, everything has all fallen into place, and I'm really enjoying it." ☺

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**THE MUFF LIQUOR COMPANY**

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## WINE ENTHUSIAST **BUYING GUIDE** AUGUST/SEPTEMBER 2025

A beautiful home  
surrounded by  
nature in the hills

### BUYING GUIDE **Spirits**

**93 Muff Irish Gin (Ireland; Lucas Bols USA, Princeton, MN).** Distilled from potatoes and flavored with botanicals including lemon, Mandarin orange and rosemary. Overall, the citrus component reads as grapefruit peel and flesh on the nose and a distinctly sweet palate, where it mingles with raspberry, pink peppercorn and candied ginger, plus a faint floral exhale. *Best Buy.*  
**abv: 40% Price: \$35/700ml**

#### THIS MONTH

20 ITALY	69 CALIFORNIA	125 VIRGINIA
41 FRANCE	96 OREGON	126 NORTH CAROLINA
57 PORTUGAL	112 WASHINGTON	127 AMERICA
59 SPAIN	122 IDAHO	127 ARGENTINA
63 GERMANY	122 MINNESOTA	127 AUSTRALIA
67 ENGLAND	123 MICHIGAN	129 NEW ZEALAND
68 HUNGARY	123 TEXAS	132 SPIRITS
68 BULGARIA	123 NEW YORK	
68 GEORGIA	125 NEW JERSEY	
69 LEBANON	125 MARYLAND	

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RATINGS AND REVIEWS, VISIT  
[WINEENTHUSIAST.COM/RATINGS](http://WINEENTHUSIAST.COM/RATINGS)





August/September 2025 Issue

Print Circulation: 337,516

# WINE ENTHUSIAST

AUGUST/SEPTEMBER 2025



**93** Muff Irish Gin (Ireland; Lucas Bols USA, Princeton, MN). Distilled from potatoes and flavored with botanicals including lemon, mandarin orange and rosemary. Overall, the citrus component reads as grapefruit peel and flesh on the nose and a distinctly sweet palate, where it mingles with raspberry, pink peppercorn and candied ginger, plus a faint floral exhale. *Best Buy.*  
abv: 40% Price: \$35/700ml



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Date: 7/23/2025

Online Visits: 78,095

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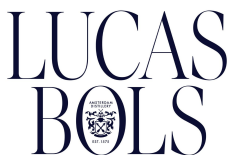
# Announcing the Winners of the 2025 New Orleans Spirits Competition

## **VODKA OF THE YEAR**

Irish Vodka by The Muff Liquor Company

## **NO/LOW ELIXIR OF THE YEAR**

Fluère Spice Cane by Lucas Bols USA





Date: 7/18/2025

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### The Muff Liquor Review



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June 14, 2025

Online Visits: 280,690

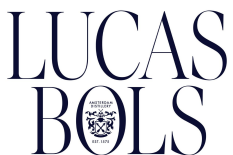
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# How to make the perfect Old Fashioned: Cleveland bartenders weigh in

## Bold & Beautiful Old Fashioned

- 2 ounces [Muff Irish Whiskey](#)
- 4 dashes orange bitters
- 0.5 ounces simple syrup
- Garnish with orange peel and cocktail cherry

Add ingredients into a mixing glass with ice. Stir and strain into a rocks glass with a large ice cube. Garnish with the peel and cocktail cherry on a pick.



Date: 6/14/2025

Online Visits: 32,310

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# Cassius

## Father's Day 2025 Is Here & We've Got Some Bottles That'll Make Great Gifts

### 33. The Muff






Source: The Muff

The Muff is a blend of five Irish malts and grain whiskies, each with distinct maturing methods. The result is a whiskey with plenty of character and mixability.

Learn more [here](#).

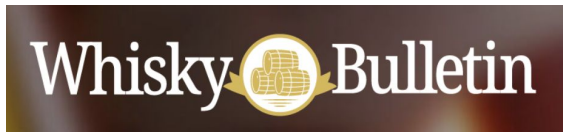
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 <p><b>The Real Sound of The Triangle.</b></p>	<p>Date: 6/14/2025</p> <p>Online Visits: 5,000</p> <p><a href="#">Click to view article</a></p>
	<p>Date: 6/14/2025</p> <p>Online Visits: 24,715</p> <p><a href="#">Click to view article</a></p>
	<p>Date: 6/14/2025</p> <p>Online Visits: 10,172</p> <p><a href="#">Click to view article</a></p>

### Syndications from Cassius





Date: 6/9/2025

Online Visits: 5,000

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## 2025 Father's Day Whisky Gift Guide

**The Muff – Irish Whiskey**

**\$34.99**

[View Product ›](#)

With five separate whiskey styles in one bottle, Muff delivers layers of smoke, fruit, vanilla, and sherry depth. For dads who like their whiskey adventurous and complex.

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June 4, 2025

Online Visits: 47,058

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## Dad Needs a Drink!

**Muff Irish Whiskey** is a product of the renowned Muff Liquor Company, a female-founded and led business known for its innovative approach to traditional spirits. Showcasing unique flavor profiles in the potato-based The Muff Liquor Company Irish Gin and Vodka, as well as the peat-smoked The Muff Liquor Company Irish Whiskey, the company stands out in the craft spirits industry. Inspired by her grandad Philip McClenaghan, founder Laura Bonner is committed to preserving the craft and rich heritage of the brand. The Muff Liquor Company continues to grow, bringing a piece of Irish heritage to the global stage with each bottle with the support of high-profile celebrity investors, including comedian Jimmy Carr, actor Russell Crowe, and singer-songwriter Ed Sheeran and Ronan Keating.

*Recipe: Bold & Beautiful Old Fashioned*

Ingredients:

- 1 oz Muff Irish Whiskey
- 2 dashes of Orange Bitters
- ¼ oz Simple Syrup
- Garnish: Orange Peel and Cocktail Cherry

Method: Add all ingredients into a mixing glass with ice. Stir and strain into a rocks glass with a large ice cube. Garnish with an orange peel and cocktail cherry on a pick.



June 4, 2025

Online Visits: 5,000

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## Syndications from Woman Around Town





June 2, 2025

Online Visits: 7,851

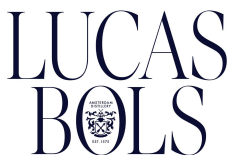
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# Spirited Stock: Bars and Restaurants Shine the Spotlight on Gin

For Kevin Doherty, owner and operator of the New York City-based **Tara Mór** restaurant and its sister bar, **Tara Rose**, “Gin is in.”

Doherty’s establishments offer elevated cocktails, inventive food, and stylish vibes. Their current gin selection ranges from Aviation American Gin, Barr Hill, Monkey 47, and Sipsmith, to the classics, such as Hendrick’s Gin, Bombay Sapphire, Tanqueray, and Beefeater. Their focus is Irish craft gins, and they’re currently featuring Glendalough Wild Botanical Irish Gin, Drumshanbo Gunpowder Irish Gin and Brazilian Pineapple, and Dingle, but their favorite is The Muff Liquor Company’s Irish Gin.

“Want a taste of a different culture but still very approachable? Gin is it,” said Doherty. “Cocktails have been on the rise for the last 20 years, and gin is typically the clear liquor of choice, with more flavor than vodka and more versatility than tequila. It works in booze-forward cocktails like a Hanky Panky and super refreshing cocktails like a Bramble.”



May 29, 2025

Online Visits: 5,000

[Click to view article](#)

## Medium

# The Best Cocktails & Spirits to Share with Dad This Father's Day

## Bold & Beautiful Old Fashioned

### Ingredients

1 oz Muff Irish Whiskey

2 dashes of Orange Bitters

¼ oz Simple Syrup

Garnish: Orange Peel and Cocktail Cherry

### Method

Add all ingredients into a mixing glass with ice. Stir and strain into a rocks glass with a large ice cube. Garnish with an orange peel and cocktail cherry on a pick.





May 14, 2025

Online Visits: 5,000

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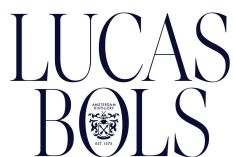
## New Reviews for May 14, 2025

### Spirits Reviews

#### Muff Irish Vodka

Brilliant, crystal clear. The aromatics are very intense, giving scents of dried leaves and marshmallow with supporting notes of vanilla and sandalwood. The palate echoes the nose, delivering a citrus-driven core with flavors reminiscent of minerals and earth, accompanied by notes of baked potato skins and slate. The finish is long and lingering.

Medium to full-bodied and pleasingly balanced with a creamy texture. \$37.00 – **4 Stars**





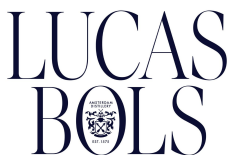
May 13, 2025

Online Visits: 78,108,059

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# The Best Whiskey For An Old Fashioned, According To Bartenders

Ciaran Harrison of The Parkgate in New York has even experimented with smoked Irish whiskey old fashioned featuring Muff Irish Whiskey, calling it “a unique twist that respects the tradition of the cocktail while introducing an exciting, modern element.”





May 8, 2025

Online Visits: 51,265

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## DISTILER

# OUR TOP POTATO VODKA PICKS

Unflavored vodka is a bit of a misnomer when it comes to potato vodkas. Though subtle, the flavor profile is on the earthy and creamy side. Vodka fans should try in martinis or on the rocks to get the full flavor experience.



### MUFF IRISH POTATO VODKA

4.25 ★★★★★ (1)

Founded in 2018, The Muff Liquor Company is a Irish spirits producer from the village of Muff in Co. Donegal, Ireland. Their vodka is made using Irish potatoes. Bottled at 40% ABV, it's launching in the US beginning February 2025. (SRP \$34.99)

May 1, 2025

Online Visits: 5,000

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# BEVERAGE JOURNAL

CONNECTICUT & RHODE ISLAND

## New Products: May 2025 Edition



### 6. The Muff Liquor Company

Through a partnership with Lucas Bols USA, The Muff Liquor Company has landed stateside. Founded in Donegal, Ireland, by Laura Bonner as an homage to her potatofarming grandfather, the collection includes a vodka and gin distilled from potatoes, the latter infused with mandarin, juniper berries, citrus peel, elderflower, and rosemary, and spiked with Champagne extract. An 86-proof peated Irish whiskey uniting a fivepart blend of Irish malt and grain whiskeys rounds out the lineup.

SRP: \$34.99 per 700-ml bottle

[themuffliquorco.com](http://themuffliquorco.com)

May 1, 2025

Online Visits: 16,241

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# DISTILLER™

## New Release Roundup April 2025

### IRISH WHISKEY



*The Muff Irish Whiskey*

#### The Muff Irish Whiskey

<https://shop.themuffliquorcompany.com/irish-whiskey/muff-whiskey-new-bottle-pre-order>

CEO/founder Laura Bonner's **The Muff Liquor Company** produces affordable Irish spirits in County Donegal, Ireland, since 2018, recently launching in the U.S. They make an Irish vodka, gin and a triple distilled, five-part blend peated Irish Whiskey (ABV 43%; \$34.99 SRP). The whiskey follows in the spirit of big Irish whiskeys like Jameson in terms of "smoothness," but adds some layers of soft peat and Irish malt. A crowd-pleasing, universal Irish whiskey.

**Taste Rating: 4**





# Whisky

121 WHISKIES  
REVIEWED  
INSIDE!

ADVOCATE

2025 Summer Issue

Print Circulation: 141,774

# Whisky

121 WHISKIES  
REVIEWED  
INSIDE!

ADVOCATE

## Selected Irish Blends

**89** Muff Liquor Co., 43%, \$35  
Smoked fish, burning oak chips, grain  
notes, honeydew, vanilla, and  
woodsmoke

NEW  
SECTION!  
**TEQUILA**  
NOW IN EVERY  
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NAVIGATING TRAVEL RETAIL • GOLF'S GREAT 19TH HOLES

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May 2025 Issue

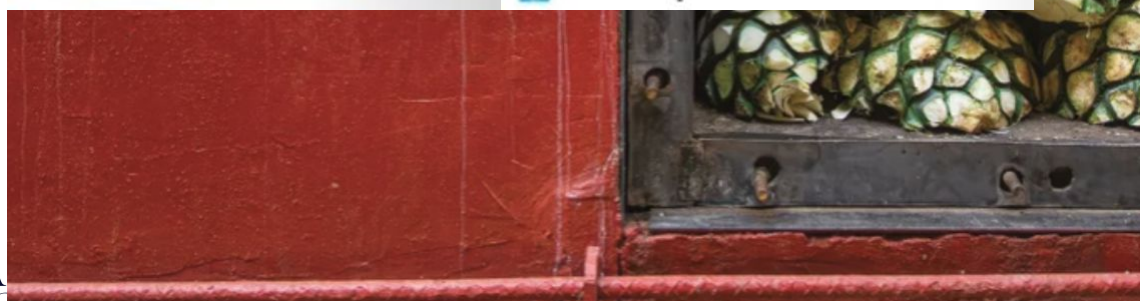
Print Circulation: 45,000



#### 6. THE MUFF LIQUOR COMPANY

Through a partnership with Lucas Bols USA, The Muff Liquor Company has landed stateside. Founded in Donegal, Ireland, by Laura Bonner as an homage to her potato-farming grandfather, the collection includes a vodka and gin distilled from potatoes, the latter infused with mandarin, juniper berries, citrus peel, elderflower, and rosemary, and spiked with Champagne extract. An 86-proof peated Irish whiskey uniting a five-part blend of Irish malt and grain whiskeys rounds out the lineup.

SRP: \$34.99 per 700-ml bottle  
[themuffliquorco.com](http://themuffliquorco.com)



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## Muff Liquor Makes Its US Debut



The Muff Liquor Company CEO & Founder Laura Bonner

The Muff Liquor Company has reached America's shores and it's looking for a good time!

The premium Irish spirits producer from the village of Muff in Co. Donegal, Ireland, has launched its core range in the U.S. The range includes a triple distilled/five-part blend peated whiskey, a potato based vodka and a gin; the latter two are both distilled six times.

The Muff Irish Whiskey is a 86 proof peated Irish whiskey made with a five part blend of Irish Malt and Grain whiskey. The Muff Irish Gin is made with potatoes and then incorporates a blend of mandarin, juniper berries, citrus peel, elderflower, and rosemary, cold-infused overnight in the spirit.

The Muff Liquor Company was founded in 2018 by Laura Bonner, who set out to honor her family's legacy and showcase the taste of that land. She is dedicated to preserving the area's heritage, inspired by 'Granda' (grandfather) Philip McClenaghan, a potato farmer with a knack for innovation and the original creator of the handcrafted 'Poitín' recipes that now inspire her spirits.

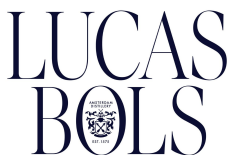


Before founding The Muff Liquor Company, Bonner graduated with a law degree from Dublin Business School and embarked on a successful real estate career in London, eventually taking on a UK Sales Director role where she saw 300 employees across 17 offices. However, her dream of building her own distillery never left. Inspired by her grandfather's ingenuity and recipes, she aspires to make a difference in the village of Muff and her community where The Muff Liquor Company Experience is based today. Bonner 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."

As CEO and Founder, Bonner brought together a strategic team of high-profile celebrity investors, including Russell Crowe, Ed Sheeran, Ronan Keating and 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.

The Muff Irish Whiskey, The Muff Irish Vodka and The Muff Irish Gin all retail for \$34.99.







April 10, 2025

Online Visits: 47,296

[Click to view article](#)

# Review: The Muff Irish Vodka, Gin, and Whiskey



Let's just admit it: The name is funny. And fun. And lends itself to off-color jokes that only get crasser as you work your way through a second glass. But there is an entirely appropriate explanation for the company's name: the Muff Liquor Company was founded in the village of Muff in County Donegal, Ireland. The village of Muff is close to the northernmost part of the Republic of Ireland and is actually located north of most of Northern Ireland.

The Muff Liquor Company was launched in 2018 by Laura Bonner who, their website informs us, "was 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." There's no Poitín among their offerings, but they do make a potato-based vodka, a gin, and a peated whiskey. The bottles are distinctive with a fun finger loop at the top and the feel of a rustic container married to a glass whiskey bottle. Let's give each a try.





## The Muff Liquor Company Irish Vodka Review

Made with four different kinds of Irish potatoes and distilled six times, this vodka is very clean on the nose, presenting just a bit of vanilla and the lightest hospital note. The palate introduces gentle, lightly sweet vanilla, a bit of earth, and a touch of lemon citrus. The alcohol is very well hidden, and the vodka has a pleasant, creamy mouthfeel, which can be found in good potato vodkas. This vodka will work well in cocktails, but it is good enough to sip neat, and I recommend it highly to fans of potato vodka. 80 proof. **A-** / \$38

## The Muff Liquor Company Irish Gin Review

The vodka provides the base for their gin, so it is also made with potatoes and distilled six times. The botanicals, which are cold infused into the potato spirit before distillation, include mandarin, elderflower, grapefruit peel, juniper, and rosemary. Finally, a small amount of Champagne extract is added to the gin before bottling. On the nose, mandarin orange notes hit first, followed by grapefruit pith, and a touch of pine. Quite nice, but the palate proves to be less balanced. There, the notes can be identified, but they don't come together very well. Black pepper comes first along with mandarin, followed by an earthy note and some rosemary. By itself and in a martini, the gin is a bit of a jumbled mess. In a Gin & Tonic, however, it works nicely and is quite enjoyable, with the mandarin in the gin coupling well with the lightly sweet bitterness of the tonic. If you are making G&T and like a more orange-forward cocktail, this gin is worth a try. 80 proof. **B-** / \$38

## The Muff Liquor Company Irish Whiskey Review

On the bottle, this whiskey is described as "peat-smoked" and "triple distilled." Their website, however, provides a much more complex description, stating that it is "a 5 part blend of Irish Malt and Grain Whiskey's, each one bringing an individual element." It further notes:

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.

Poured in a glass, the whiskey presents aromas of gentle peat, apple pie, cereal grains, and a touch of orange juice. The palate is similar with soft peat, lightly sweet caramel, apple, and pie crust. The finish is medium to long. Like the few other peated Irish whiskeys on the market, the peat here is light and designed the pair with the other notes rather than overpower them. For the price, this is a really good peated Irish whiskey. 86 proof. **B+** / \$38

[themuffliquorco.com](http://themuffliquorco.com)



April 9, 2025

Listenership: 15,000

[Click to view podcast](#)

# Ep. 182: Muff Liquor with Founder Laura Bonner

## Are You In The Muff Market? Are You A Muff Liquor Man?

Ok folks, we're going to have fun on this one.

When I started the research for this episode, I wasn't sure whether the "Muff Liquor Company" name was a tongue-in-somewhere thing or a hard lean-in. Turns out it's the latter with a healthy dose of the former. It is a company based in Muff, Ireland that makes liquor, and yes they know what the name means.

If you doubt it, check out their April Fool's Day post from this year...just delightfully dirty.

Once you're past the name, though, you've got to have a good product for me to care, and boy do they. I'm joined by Laura Bonner, founder of Muff Liquor Company and probably the closest connection I'll ever have to Jimmy Carr and Ed Sheeran. She's made Muff Liquors of these men, joining Russell Crowe and other notable celebs as spokespeople and investors.

The journey was long and hard, and nothing came easy (ok, last puns, I promise). COVID nearly put them under before they could begin. Now, they're thriving, and the US market awaits.

Muff Liquor's Irish Whiskey is a delicious pour, smoked apples and gentle, sweet peat, at a ridiculously affordable price point (all of their products are \$34.99 MSRP, give or take). Take a shot - see if you enjoy diving into the Muff as much as I did (ok, THAT's the last one).

Thank you to Laura for entering to the Whiskey Ring!

## The Muff Liquor Company

- [The Muff Liquor Company Website](#)
- [The Muff Liquor Company on Instagram](#)
- [The Muff Liquor Company on Facebook](#)
- [The Muff Liquor Company on X](#)
- [The Muff Liquor Company on YouTube](#)





April 9, 2025

Online Visits: 5,000

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# The Muff Liquor Company Irish Whiskey Show Notes

Notes And Reviews For Whiskey Ring Podcast Episode 182: The Muff Liquor Irish Whiskey Company With Founder Laura Bonner



Are You In The Muff Market? Are You A Muff Liquor Man?

Ok folks, we're going to have fun on this one.

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From the company:

Our blended Irish whiskey expression is the result of 5 unique Irish malt and grain whiskeys.

This irresistible blend is achieved by featuring virgin oak-matured grain whiskey, bourbon cask-matured grain whiskey, sherry cask-matured malt whiskey, double distilled malt whiskey, and triple distilled peated malt whiskey.

Thank you to Laura for entering to the Whiskey Ring!

The Muff Liquor Company

- [The Muff Liquor Company Website](#)
- [The Muff Liquor Company on Instagram](#)
- [The Muff Liquor Company on Facebook](#)
- [The Muff Liquor Company on X](#)
- [The Muff Liquor Company on YouTube](#)



## The Muff Liquor Irish Whiskey: Specs

**Classification:** Blended Irish Whiskey

**Producer:** The Muff Liquor Company

**Mashbill:** Blend of Malt and Grain Irish Whiskies

**Proof:** 86 (43% ABV)

**Age:** NAS

**Location:** Donegal, Ireland

**The Muff Liquor Irish Whiskey Price:** \$37.99

[Official Website](#)

## The Muff Liquor Irish Whiskey: Tasting Notes

**Eye:** Very pale apple juice. Very thin rims, tiny droplets hang on for dear life.

**Nose:** Barbecued apple juice - what a clear note. Peat is sweet and mild, orchard wood charcoal on the grill. A burns grain overtone I kind of enjoy, like the charred edges of French toast that are still sweet but leaning savory. Savory beef bbq in a smoker.

**Palate:** Peat still sweet and mild, some whiskey and pepper spice on the front half of my tongue and pooling mid-palate. The smoked apple comes through again, baked apples with a cocktail smoker. Mouthfeel is a tad astringent, some more apple skin texture, medium-bodied and front-half-settling. More smoky than peaty, some dry baking spices opening late.

**Finish:** The smoke lingers pleasantly as the apple sweetness drops down. Creamy and medium-length, spicy on the tip of my tongue in a way it wasn't on the palate. Late flash of pepper.

**Overall:** I love the smoked apple theme - it's very Donegal and very Irish. I want to know more about the inspirations behind this - I can see the threads I know about. Really enjoyable as a sipper, especially if you're looking to expand your palate for a very reasonable price. Sweet and smoky peat is lovely.

**Final Rating: 7.4**

**BEVNET**

March 27, 2025

Online Visits: 120,419

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



**The Muff Liquor 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 Liquor 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 Liquor 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.

LUCAS  
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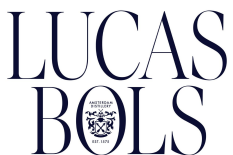
As CEO and founder, Laura brought together a strategic team of high-profile celebrity investors, including actor Russell Crowe, singer-songwriters Ed Sheeran and Ronan Keating and comedian Jimmy Carr, to support the global expansion of the brand. These partners have recognized the exceptional quality 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.





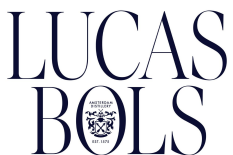


**The Muff Irish Vodka (SRP: \$34.99):** A premium vodka that boasts a clean and crisp flavor profile, made with the finest potatoes that undergo a rigorous distillation and meticulous filtration process. The final mixture offers a smooth and well-balanced experience, making it an excellent choice for 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 17, 2025

Online Visits: 5,000

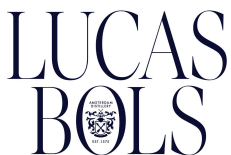
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# Bourbon News for March 17, 2025

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 17, 2025

Online Visits: 57,799

[Click to view article](#)

## 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.



# Instagram

March 15, 2025

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kirkmiller25

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644 posts

1,548 followers

2,049 following

Kirk Miller

[@kirkmiller25](#)

Editor and spirits aficionado at InsideHook. Brooklyn resident. Appreciates free drinks.  
[www.insidehook.com/author/kmiller](http://www.insidehook.com/author/kmiller)



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CULTIVATE YOUR MESSAGE



## 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.



	<p>March 14, 2025</p> <p>Online Visits: 68,071</p> <p><a href="#">Click to view article</a></p>
	<p>March 17, 2025</p> <p>Online Visits: 50,623</p> <p><a href="#">Click to view article</a></p>
	<p>March 17, 2025</p> <p>Online Visits: 5,000</p> <p><a href="#">Click to view article</a></p>

## Syndications from Cassius

March 14, 2025

Online Visits: 3,949,934

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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.





**yahoo!life**

March 14, 2025

Online Visits: 407,199,536

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## Syndications from For The Win

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# THE SPILL

BY INSIDEHOOK

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

LUCAS  
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CULTIVATE YOUR MESSAGE

## 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.





March 13, 2025

Online Visits: 5,000

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# Muff Irish Whiskey Review



**The Muff Liquor Company**

**Irish Whiskey**

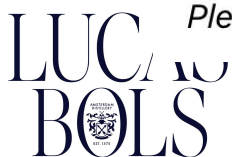
**Peat-Smoked**

**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!🍷

March 12, 2025

Online Visits: 596,478

[Click to view article](#)

# 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.

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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:



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**.

# 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



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.”





March 6, 2025

Online Visits: 5,000

[Click to view article](#)

## 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



**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 Liquor 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-approachable 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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**Esquire**

February 28, 2025

Online Visits: 13,047,128

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## The 31 Best Tequila Brands to Drink In 2025

We're calling attention to the tequila makers who use traditional methods, plus the new-school brands worth trying.

### 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.



February 25, 2025

Online Visits: 1,909,766

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# Robb Report

## The 12 Best Irish Whiskeys to Buy Right Now

If you're looking for an Irish whiskey to enjoy this spring, we've got you covered.

### Best Peated Irish Whiskey: The Muff



While peated whiskey is relatively uncommon in the world of Irish whiskey, it is certainly not unheard of. This new release from the Muff is a blend of malt and grain whiskeys aged in virgin oak, bourbon, and sherry casks that incorporates a peated malt whiskey into the mix to provide a subtle smokiness to the palate. Give this a try to see how it compares to your favorite Islay scotch whisky.

BUY NOW ON MASTER OF MALT: \$53

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February 19, 2025

Online Visits: 57,799

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**RAIDED  
SCORE:**  
**88**

**BOTTLE RAIDERS**

IRISH WHISKEY

THE MUFF LIQUOR COMPANY

## The Muff Irish Whiskey

<b>DISTILLER:</b>	<b>BOTTLER:</b>	<b>ABV:</b>	<b>AGE:</b>	<b>PRICE:</b>
The Muff Liquor Company	The Muff Liquor Company	43%	NAS	\$30 to \$59.99

This Irish Whiskey from The Muff Liquor Company blends five Irish malt and grain whiskeys. It includes triple-distilled grain whiskey aged in virgin casks, grain whiskey matured in ex-bourbon casks, sherry-matured triple-distilled malt whiskey, double-distilled malt whiskey and peated triple-distilled malt whiskey aged in ex-bourbon casks. It has a suggested retail price of \$34.99.

BUY

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**NOSE:**

Sweet on the nose with a solid dose of smoke, which is joined by honey, graham cracker and a whiff of rubber.

**TASTE:**

Thin to medium mouthfeel. Peat comes through prominently on the palate, along with honey, straw, cinnamon and a touch of menthol. This is really quite nice; it has solid complexity for the price point.

**FINISH:**

Long finish that kicks off with smoke and a touch of sherry character, followed shortly by vanilla, burnt sugar, allspice and a bit of oak.

**OVERALL:**

Sweet, smoky and pleasant whiskey from The Muff (which, by the way, is named after a village in Ireland. Get your minds out of the gutter). This stands apart from a crowded low-to-mid-shelf Irish whiskey market thanks in large part to the peat, which is additive to the experience but not overwhelming. This isn't the most complex whiskey in the world, but it does have some real depth to it, and it's a rock-solid sipper at an affordable price. For a \$35 Irish whiskey, you could do far worse.

**SCORE:****86**

## AGGREGATE REVIEWS

## HOUSE REVIEW

RAIDED  
SCORE:**89****Whisky Advocate**

A light-textured whiskey with flavors of honey, vanilla, honeydew, and lemon; it's definitely on the sweet side, with additional flavors of orange peel, cinnamon, and gentle woodsmoke.

[READ FULL REVIEW](#)RAIDED  
SCORE:**86****Bottle Raiders**

This isn't the most complex whiskey in the world, but it does have some real depth to it, and it's a rock-solid sipper at an affordable price. For a \$35 Irish whiskey, you could do far worse.

[READ FULL REVIEW](#)

February 13, 2025

Online Visits: 5,000

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BEVERAGE  WHOLESALER

# The Muff Liquor Company Launches in the U.S.



*The Muff Liquor Company spirit portfolio.*

Irish spirits producer **The Muff Liquor Company**, from the village of Muff in Co. Donegal, Ireland, has officially launched in the U.S. These Irish spirits are now available nationally at retail, bars and restaurants, and online, according to the distillery.

The spirit range includes:

- **The Muff Irish Vodka (SRP: \$34.99):** Coming in at 40% ABV, this vodka has been distilled six times.
- **The Muff Irish Gin (SRP: \$34.99):** Coming in at 40% ABV, this gin has also been distilled six times.
- **The Muff Irish Whiskey (SRP: \$34.99):** Coming in at 43% ABV, this whiskey is made with a five part blend of Irish Malt and Grain whiskey.

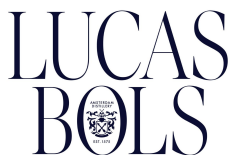
LUCAS  
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The Muff Liquor Company was founded in 2018 by proud Donegal native Laura Bonner, according to the distillery, who brought together a team of high-profile celebrity investors, including actor Russell Crowe, singer-songwriters Ed Sheeran and Ronan Keating and comedian Jimmy Carr, to support the global expansion of the brand.

"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," said Bonner in a news release. "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."



## Review: The Muff Liquor Company Knows What You Think About Their Name

The cheeky Irish spirits brand launched in the United States with vodka, gin and peated whiskey (plus, Russell Crowe's endorsement)



**What we're drinking:** A vodka, gin and peated Irish whiskey from The Muff Liquor Company

**Where they're from:** The unusually monikered spirits producer hails from the village of Muff in County Donegal, Ireland. The brand launched in the United States this month through Lucas Bols USA.

**Why we're drinking these:** Look, if you just want to know the reason behind the name, scroll down to the "Fun Fact." The more straightforward story is that The Muff Liquor Company was founded in 2018 by Donegal native Laura Bonner, who was inspired by the life and work of her grandfather, a potato farmer and maker of homemade poitín.



Given that background, it's no surprise that Irish potatoes play a role in the brand's inaugural vodka and gin expressions. The whiskey, meanwhile, is **peated** because "we used to pick [peat] when we were kids," Bonner says. "So the smell really reminds me of my grandfather. I know peat is quite Scottish, but I always say the Irish were into whiskey before the Scots."

The brand has several **celebrity investors**, including Russell Crowe, Ed Sheeran, Ronan Keating and Jimmy Carr. "I actually wrote on my vision board a year before I even launched a business that I would have Ed Sheeran as my shareholder and I would have Russell Crowe do my very first tweet when I launched to Australia," Bonner says. "Five years later, I got both of them."

Let's ~~have a taste of Mu~~ test out these spirits.

### How they taste:

- **The Muff Irish Vodka (40% ABV):** Crafted from Irish potatoes and distilled six times, the vodka is a bit medicinal on the nose but offers a classic potato vodka flavor (earthy but a little sweet) and mouthfeel (creamy).
- **The Muff Irish Gin (40% ABV):** Also crafted from Irish potatoes and distilled six times, the botanical blend here includes mandarin, juniper berries, citrus peel, elderflower and rosemary, cold-infused overnight in the spirit. A hint of Champagne extract is also added. "I was originally only going to do a vodka, but then there was this gin revolution in Europe," Bonner says. "I don't like juniper berries, so it's not juniper-led at all." I had this in a Gin and Tonic with orange and rosemary, and it was outstanding (Bonner says she would *not* recommend it in a G&T with lime or lemon).
- **The Muff Irish Whiskey (43% ABV):** Triple-distilled, peated and made with a five-part blend of Irish malt and grain whiskey, this is a lovely mix of smoke, sweet, fruit and cereal.

**Fun fact:** Anyway, that name. Look at some of the branding — "Do you prefer gin, whiskey or vodka? We prefer Muff." "The only Muff my wife allows me to have." "He's a Muff Liquor." It's obviously all said with a wink. "We're respectful of the community it's named after," Bonner says. "It's about my grandfather and that heritage. But we like to play into it. I remember when I had my first meeting in North America, they were like, [worried tone] 'Ma'am, do you know what that word means?' [Laughs] I'm probably too cheeky with it, but we're serious with our product."

**Where to buy:** All three expressions from The Muff Liquor Company are available now for \$35 to \$38.





The Muff Liquor Company founder/CEO Laura Bonner

The Muff Liquor Company



## The Muff Liquor Company

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February 12, 2025

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February 11, 2025

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LUCAS  
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February 11, 2025

Online Visits: 88,209,424

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# 5 Must-Try Vodkas In 2025

These vodkas are less than \$40 per bottle and celebrated for their clean and smooth flavors.

Muff Liquor Company Irish Vodka, \$34.99



the Muff Irish Vodka is made from potatoes. THE MUFF LIQUOR COMPANY

Made from Irish potatoes with a six-time distillation process, this vodka is serious even if the name of the company that makes it is more tongue-in-cheek (say it a few times out loud, but *not* at work). Celebrity investors include Russell Crowe and Ed Sheeran. The vodka starts warm and stays smooth through the finish, with a nice slight vanilla aftertaste.

February 7, 2025

Online Visits: 68,979

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# DISTIL ER

## NEW SPIRIT RELEASES - FEBRUARY 7, 2025 - ARDBEG, HEAVEN HILL, & MORE!

Check out the latest releases hitting shelves soon.

3



### MUFF IRISH WHISKEY

Founded in 2018, The Muff Liquor Company is a Irish spirits producer from the village of Muff in Co. Donegal, Ireland. This Irish whiskey is made from a five-part blend of Irish malt and grain whiskeys including a peated triple-distilled malt whiskey. Bottled at 86 proof, it's launching in the US beginning February 2025. (SRP \$34.99)

2



### MUFF IRISH POTATO GIN

Founded in 2018, The Muff Liquor Company is a Irish spirits producer from the village of Muff in Co. Donegal, Ireland. Using a base of Irish potatoes, this Irish gin is made a blend of botanicals including mandarin, juniper berries, citrus peel, elderflower, and rosemary as well as a hint of Champagne extract. Bottled at 80 proof, it's launching in the US beginning February 2025. (SRP \$34.99)

1



### MUFF IRISH POTATO VODKA

Founded in 2018, The Muff Liquor Company is a Irish spirits producer from the village of Muff in Co. Donegal, Ireland. Their vodka is made using Irish potatoes. Bottled at 40% ABV, it's launching in the US beginning February 2025. (SRP \$34.99)



February 6, 2025

Online Visits: 5,000

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## The Muff Liquor Company Launches in the U.S.



Image credit: The Muff Liquor Company.

The Muff Liquor Company, an Irish spirits producer located in the village of Muff in Co. Donegal, Ireland, has launched in the U.S.

The Muff Liquor Company portfolio includes three expressions: a potato based Irish Vodka, a potato based Irish Gin, and a peated Irish Whiskey.

### The Muff Irish Vodka:

This potato based vodka is distilled six times and reaches an ABV of over 96%. At bottling, it's cut down to 40% ABV with pure water and is described as having a "clean and crisp" flavor profile. SRP: \$34.99.





### **The Muff Irish Gin:**

This potato based gin is distilled six times and 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 to impart subtle effervescence and enhance the gin's balance and flavor profile. Bottled at 40% ABV. SRP: \$34.99.

### **The Muff Irish Whiskey:**

This triple distilled, peated Irish Whiskey is a five part blend of Irish Malt and Grain whiskey: triple distilled grain whiskey matured in a virgin cask, triple distilled grain whiskey matured in ex-American bourbon casks, triple distilled malt whiskey matured in Sherry casks, double distilled malt whiskey, and peated triple distilled malt whiskey matured in ex-American bourbon casks. Bottled at 43% ABV. SRP: \$34.99.

The Muff Liquor Company portfolio is now available nationally.

Source: The Muff Liquor Company.

February 6, 2025

Online Visits: 12,706

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# BeverageDynamics

## Lucas Bols Helps Launch The Muff Liquor Company in the U.S.



The Muff Liquor Company.

The Muff Liquor Company, an Irish spirits producer from the village of Muff in Co. Donegal, Ireland, has officially launched in the U.S. through a partnership with Lucas Bols USA.

This range includes three liquors: The Muff Liquor Company potato-based Irish Vodka and Irish Gin, both distilled six times, and a triple distilled/five-part blend peated Irish Whiskey.

These Irish spirits are available nationally at retail, bars and restaurants and [online](#).

The Muff Liquor Company was founded in 2018 by Donegal native Laura Bonner, inspired by "Granda" Philip McClenaghan, a potato farmer and creator of the handcrafted poitín recipes that now inspire her spirits.

To support the global expansion of the brand, Bonner brought together a team of celebrity investors, including actor Russell Crowe, singer-songwriters Ed Sheeran and Ronan Keating and comedian Jimmy Carr.

"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 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."



Adds says Brett Dunne, managing director for Lucas Bols USA, "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."

"The Muff Liquor Company is a fun young brand with great quality spirits that will resonate in the USA," Dunne continues. "We are excited to launch the brand nationally and offer consumers great new Irish whiskey, vodka and gin cocktail experiences."

The portfolio is:

- The Muff Irish Vodka (Suggested Retail Price: \$34.99): A potato vodka with 40% ABV.
- The Muff Irish Gin (SRP: \$34.99): Made with potatoes, this gin incorporates a blend of mandarin, juniper berries, citrus peel, elderflower, and rosemary, cold-infused overnight in the spirit. 40% ABV.
- The Muff Irish Whiskey (SRP: \$34.99): A peated Irish whiskey. Made with a five-part blend of Irish Malt and Grain whiskey. 43% ABV.





**Whiskeyfellow**

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February 5, 2025

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The Muff Liquor Company and Lucas Bols USA launches Premium Irish Spirits in the US market  
Award-Winning Irish spirits company enters the U.S. market with three expressions that honor heritage, excellence and craftsmanship

NEW YORK, Feb. 5, 2025 /PRNewswire/ -- The Muff Liquor 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 Liquor 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 Liquor 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 [www.themuffliquorco.com/pages/our-story](http://www.themuffliquorco.com/pages/our-story) 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.



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February 5, 2025

Online Visits: 953,553

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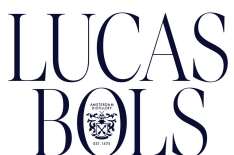
# Just in time for St. Patrick's Day, Irish spirits brand Muff Liquor Company is launching in the US

Muff Liquor Company is launching in the US just in time for March



The Muff Liquor Company CEO & Founder Laura Bonner | The Muff Liquor Company

Founded in 2018, The Muff Liquor Company is an award-winning, premium Irish spirits brand located in the village of Muff in the County of Donegal in Ireland. Muff makes a potato-based Irish vodka, gin, and a blended peated Irish whiskey. Just in time for St. Patrick's Day next month, all three expressions are now available in the U.S.





# The Muff Liquor Company



The Muff Liquor Company

The vodka and gin are potato-based and distilled six times. The five-part blend peated Irish whiskey is triple distilled. The Muff Irish Vodka is an 80-proof spirit known for its clean, crisp flavor profile, which makes it the perfect choice for mixing and sipping.

The Muff Irish Gin is an 80-proof spirit made with hand-selected herbs, botanicals, and other flavors, including juniper berries, citrus peels, mandarin, rosemary, and elderflower. Champagne extract adds a little extra flavor and balance. The Muff Irish Whiskey is an 86-proof spirit made with a five-part blend of malt and grain whiskeys. It's a peated whiskey known for its multi-layered, smoky flavor profile.

“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,” CEO and founder Laura Bonner said in a press release. “This is a big step for us and we are excited to share and impress with the complexity and craft of our brand.”

## Where can I buy them?



Crate & Barrel

The Muff Liquor Company is partnering with Lucas Bols to launch this range of Irish spirits in the U.S. All three are available nationwide at retailers, bars, restaurants, and online. The Muff Irish Vodka retails for \$34.99, the Muff Irish Gin for \$34.99, and the Muff Irish Whiskey for \$34.99.

LUCAS  
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## Irish Spirits Company Expands to the U.S.

Muff Liquor Co. announced a partnership with Lucas Bols.



CEO & founder Laura Bonner.  
Source: Muff Liquor Company

Irish spirits producer Muff Liquor Company on Wednesday announced its launch in the U.S. in partnership with Dutch cocktail and spirits company Lucas Bols.

The company was founded in 2018 by Donegal native Laura Bonner and inspired by "Granda" Philip McClenaghan, a potato farmer and the original creator of the "Poitín" recipes that inspired Bonner's spirits.

"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 U.S. market," Bonner said. "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," said 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."





January 8, 2025

Online Visits: 480,560

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THE

# tastingpanel

the voice of hospitality & retail

MAGAZINE

JANUARY/FEBRUARY 2025

**DOWN the AISLE**

**Muff Liqueur Company Irish Potato Vodka, Ireland (80%)** Crafted entirely from a mash of Irish potatoes, this elegant vodka is distilled six times before bottling at an impressively pure 95% ABV. It's bottled at a wildly stupor-inducing 80 proof, and its silky texture carries notes of vanilla and lemon cream, making it particularly versatile in a wide range of cocktails. **92 —d.f.**

**Muff Liqueur Company Irish Potato Gin, Ireland (53%)** This Irish potato-based spirit is cold-infused overnight with botanicals including elderflower, rosemary, juniper berries, and citrus. After it's been brought down to 80 proof, a hint of Champagne extract is added. The delicate aromatics and quiet sweetness of this gin make it perfect for a French 75 or a Ramos Gin Fizz. **91 —d.f.**

**Muff Liqueur Company Irish Whiskey, Ireland (53%)** This peat-smoked triple-distilled whiskey brings together five different Irish malt and grain whiskeys. The combination of ex-bourbon and Sherry casks, virgin oak, and peat results in a complex yet gupable drink. It's lovely on its own or as the base of a subtly smoky Old Fashioned. **86 proof 92 —d.f.**

TEQUILA MARKET

# 89

Score

## The Muff Liquor Company, 43%

Price: \$35.00 • Issue: Winter 2024 • Reviewer: Jonny McCormick • Category: Blended Irish Whiskey

This peat-smoked blend of single malt and grain whiskeys has a nose of smoked fish, burning oak chips, vanilla, toasted coconut, and plenty of grain notes. A light-textured whiskey with flavors of honey, vanilla, honeydew, and lemon; it's definitely on the sweet side, with additional flavors of orange peel, cinnamon, and gentle woodsmoke. The smooth finish serves vanilla, smoked almonds, peppery spice, and lasting peat smoke.



# Whisky

109 WHISKIES  
REVIEWED  
INSIDE!

## ADVOCATE

December 2024 Issue

Print Circulation: 910,000

# Whisky

109 WHISKIES  
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## ADVOCATE

### WINTER OF THE YEAR

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#### 89 The Muff Liqueur Company, 43%, \$35

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WARM WINTER  
COCKTAILS  
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