



DOUBLE GOLD
WINNER

SAN FRANCISCO WORLD SPIRITS COMPETITION 2016



MAD
MARCH HARE
— IRISH POITÍN —

QUIETLY **DISTILLED IN IRELAND**



Poitín

POITÍN (pronounced 'put-cheen') is as Irish as it gets. Distilled as early as the sixth century, it predates every spirit you're likely to have ever tasted including whiskey. Irish Poitín is a truly unique spirit with an intriguing story, having been forced underground in 1661, and secretly distilled for over 300 years.

Mad March Hare

MOONEY epitomised the **REBELLIOUS IRISH MAN OF OLD**. Under the guise of a local fruit & vegetable trader, he distributed his famous Poitín across the land. Always one step ahead of The Law, **MOONEY** was affectionately known by locals to be as '**MAD AS A MARCH HARE**'.

QUIETLY distilled in traditional **COPPER POT STILL**S, from locally sourced **MALTED BARLEY**. Mad March Hare is a classic Irish Poitín of **UNRIVALLED SMOOTHNESS AND FLAVOUR**, making it just as good over ice, with a simple mix or in a craft cocktail.

RECIPE No 27, harks back to a golden era in Irish craft distilling, a time when the distiller's skill was everything. Such was the demand for Mooney's famous Poitín, he braved the **WILDEST IRISH WEATHER** and the long arm of The Law to serve his loyal customers.

Support

We have a dedicated range of **UNIQUE POS**, to support our customers. Ask your local Sales Rep for more information.



In Short...

-  Poitín is **THE ORIGINAL** Irish spirit, driven underground for over 300 years.
-  Recipe No27 pays homage to **MOONEY**, known locally as 'The Mad March Hare'.
-  **QUIETLY DISTILLED** in small batches, using traditional copper pot stills.
-  Crafted from **LOCALLY SOURCED** malted barley.
-  Unrivalled **SMOOTHNESS** and **VERSATILITY**.
-  Supported with a range of **CHARMING POS.**



"The iconic brand's aromatic signature is downright irresistible. Blindfolded you'd swear Mad March Hare had been well matured in oak."

Robert Plotkin, Author & judge - SF World Spirits.

Perfect for Cocktails

We like to say Mad March Hare Poitín is a *brown spirit in a white jacket*. As flavoursome as many barrel aged brown spirits but as versatile as a white spirit. Below are some suggestions of how best to mix Mad March Hare Poitín.

Mooney's Specials



MOONEY'S MULE

2 oz Mad March Hare Poitín
2 oz Apple Cider
1 oz Ginger Beer
½ fresh Lime
1 Cinnamon stick



POITÍNÍ

2.5 oz Mad March Hare Poitín
1 oz Sweet Vermouth
2 dashes Orange Bitters
1 slice Orange zest



BLOODY MOONEY

1.5 oz Mad March Hare Poitín
5 oz Tomato juice
1 oz Lemon juice
1 dash Worcestershire sauce
1 dash Tabasco sauce
Salt & Pepper

Tasting Notes

AROMA: Heavy malt notes, with coconut & baked apple combine in a highly impressive aroma.

TASTE: Silk and creamy texture, over-layered with dried fruits, vanilla and French toast, could leave one to believe it was aged.

FINISH: Long and brimming with honey sweetness, with malt spice, toasted almonds and lingering hints of lemon desserts.



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ABV: 40% Alc.Vol (80 Proof) | Case Barcode: 0539 15289 100 38 | Bottle Barcode: 5391 5289 1002 1 | Case Size: 6x700ml