



**Sazerac’s Hawk’s Rock Distillery Releases its Inaugural Whiskey:
Garavogue 20-Year-Old Single Malt Irish Whiskey**

Blended by Master Blender Helen Mulholland, the first whiskey brand released by Hawk’s Rock Distillery celebrates innovation, exploration and local heritage



County Sligo, Ireland (June 4, 2025) – The Sazerac Company, one of the world’s largest distilled spirits companies, is thrilled to celebrate the release of its inaugural Irish whiskey from Hawk’s Rock Distillery: **Garavogue 20 Year Old Single Malt Irish Whiskey**. Crafted by Master Blender Helen Mulholland, the first female Master Blender in Irish Whiskey history, this new-to-world whiskey brand embodies Sazerac’s dedication to world class distillation, aging and blending.

Named after the river that flows past the Distillery through Sligo town into the Atlantic Ocean, Garavogue Whiskey is a bridge between past and present, honoring the rich traditions of Irish whiskey while embracing innovation and discovery. Every small-batch release under the Garavogue name will be limited and experimental in nature, exploring different ages, maturation techniques and possibly even different types of Irish whiskey.

For its inaugural and limited release expression, Garavogue 20-Year-Old Single Malt Irish Whiskey offers a rare take on traditional Irish Whiskey with both unexpected and familiar flavors due to its unique maturation involving multiple types of casks. Double-distilled and initially aged for a minimum of 14 years

in ex-bourbon American oak casks, the whiskey was then transferred into a variety of unique finishing casks including French Muscat, French Sauternes, Spanish Pedro Ximénez Sherry and Barbadian Rum casks for further maturation. The result is a 94-proof whiskey with aromas of vanilla, warm peach, and spun sugar from the Sauternes cask influence, while floral and raisin notes from the Muscat and Sherry casks emerge on the nose. On the palate, vanilla and citrus sweetness complement buttery ripe apples, while fresh fruit flavors from the rum cask create a prominent sweet finish.

“The current trend is for whiskey to have a rich sherry finish, but Garavogue is purposefully different,” says Master Blender Helen Mulholland. “We believe that complexity and subtlety can work hand in hand. It is unusual for a whiskey to be blended with this number and variety of casks, but just as the river ebbs and flows, the flavors create a wonderful blend as they weave together in this 20-year-old single malt.”

Release #1 is housed in a distinctive reversed crescent shape bottle with a blue label reflecting the Garavogue River’s influence including subtle wave patterns that mirror the motion of water. The label also features imagery and coordinates for the Hazelwood House Windmill – an enduring landmark on the grounds of Hawk’s Rock – in tribute to the historical figures who lived and worked along Garavogue’s banks.

“We hope that Garavogue Whiskey invites Irish Whiskey fans to linger, explore and uncover the hidden stories of Sligo,” remarks Jess Scheerhorn, Vice President at Sazerac. “The Garavogue River shaped this beautiful landscape for millenniums, and Garavogue Irish Whiskey aims to shape new experiences, connections and traditions – one sip at a time.”

Garavogue Whiskey will begin rolling out in limited quantities as of June 2025 at a suggested retail price of \$199 (700ML) through Sazerac’s distributor networks across the United States, Ireland, United Kingdom and Duty-Free. A limited supply will also be available for purchase directly via Legacy de Forge, a new Sazerac branded global platform powered by Blockbar for purchasing some of the world’s most coveted bottles. Please visit LegacydeForge.com for more information.

Garavogue Whiskey is the first release from Sazerac’s recently rebranded Hawk’s Rock Distillery, which is named after a prominent outcrop in the Ox Mountains known for inspiring Nobel Prize winning poet William Butler (W.B.) Yeats, who called Sligo his “spiritual home.” In April 2025, Hawk’s Rock owner, Sazerac Company, announced the renaming of Hawk’s Rock Distillery from Lough Gill Distillery, referring

to the name change as a reflection of the company vision for the future – blending curiosity, innovation and respect for Sligo’s heritage.

For more information, please visit <https://www.hawksrockdistillery.com/>.

About Sazerac

With over 400 years of history, Sazerac is one of the world’s largest distilled spirits companies. Now in the fourth generation of the current family ownership, Sazerac strives each day to bring the finest spirits to consumers and communities around the world. Over 500 of the world’s most extraordinary brands are part of the Sazerac portfolio, including Buffalo Trace Bourbon, Eagle Rare, Weller, The Last Drop Distillers, Fireball Cinnamon Whisky, Southern Comfort, Wheatley Vodka, Meyers’s Rum, White X Cognac, Sazerac de Forge Cognac, Paddy’s Irish Whiskey, and many more. Sazerac is also the steward of many fine distilleries internationally, including Buffalo Trace Distillery in Kentucky, United States; Domaine Sazerac de Segonzac in Cognac, France; Paul John Distillery in Goa, India; and Hawk’s Rock Distillery in County Sligo, Ireland. Additional impressive locations can be found in New Orleans, Montréal, London, Cork and Sydney, to name a few. To learn more visit www.sazerac.com.