

THE BUSKER: VISITS TO ROYAL OAK DISTILLERY AND RIDE OUT EVENTS WORLDWIDE



The Busker has a great new **showroom** located directly on the premises of its production hub.

Indeed, now the **Royal Oak Distillery** in Carlow, Ireland, is all set to welcome trade partners from across the globe, eager to accompany them on guided tours where they will enjoy a **genuine Irish whiskey** experience, discover a complete range of four distinct products all made under the

same roof. It's an inviting place that fully reflects the brand's design guidelines: from relief signs on the outside to interior decor in cargo style; from totally renovated bar counter to exposition area with all visual materials; passing through the lounge and then ending with the big banquet table fine for both meetings and tastings. Every element captures the spirit of a brand that's truly authentic, of aspect as well as



substance. The Busker is Irish of character, adventurous and proud of its origins, which consist basically of the ingredients that go into making the whiskey: **grain** and **barley** grown in **Carlow** county; water taken from the **Barrow** river; the **expertise of Master Blenders** in balancing all of the elements so as to obtain high quality whiskeys, which year after year win top accolades and awards.

Right at this time of renewal we have the pleasure of introducing **Caroline Martin**, **our new master blender** who will be in charge of the constant quality of The Busker Irish Whiskey. She will also be proposing an engaging innovation plan for both the brand and the category per se: *«I am honored to take on the title of Master Blender of such a contemporary, adventurous and bold range of whiskies. It's an exciting time not only for The Busker as a brand, but for the Irish Whiskey sector as a whole, which remains the fastest growing spirits category,»* says Caroline.



The **“Ride Out”** format made a big hit. In upcoming months The Busker will be on the scene at many live music clubs in major international markets through triggering mechanisms and a special consumer loyalty app. And, sure, there will be plenty of live music, entertainment, as well as instant win contests complete with prizes and merchandising materials. All as a further way for consumers to enter **The Busker** world.

