



# ELEMENT

IRISH WHISKEY

Supported by:

**BORD BIA**  
IRISH FOOD BOARD



NEW ERA SPIRITS



# ELEMENT

IRISH WHISKEY

We are the alternative experience of Irish Whiskey for a new generation of adventurous consumers.

We promise...

- Innovation
- Adventure
- Democratisation





# The ELEMENT North Star



## WHY

### Emergence of the New Era consumer

We target the 'new era' consumer – 25-40 year old, digital natives, information savvy and curious by nature. They like new experiences, choose premium over value and seek more from the products they consume.



## HOW

### By harnessing the power of likeminded spirits

We believe that looking outwards for inspiration is far more powerful than looking inwards alone. Together with our consumers we curate innovative candidate releases, and the crowd distinguishes great from good. Open innovation at work.



## WHAT

### Smooth, Accessible & Versatile

Always flavour rich, balanced, and smooth with a mandatory innovative twist. Always accessible for the new entrant but with enough character for the experienced palate. Premium whiskey that works equally well consumed neat or in a cocktail.



# ELEMENT Product Family



## Fusion Series

R/1.0 – Released Q4 2022  
R/2.0 – TBC



## Lore Series

Single Malt – Released Q2 2023  
Single Pot Still – Coming Soon  
Single Grain – TBC



## X-Series

Collaborations with  
exceptional synergistic  
brands – coming Q2 2024

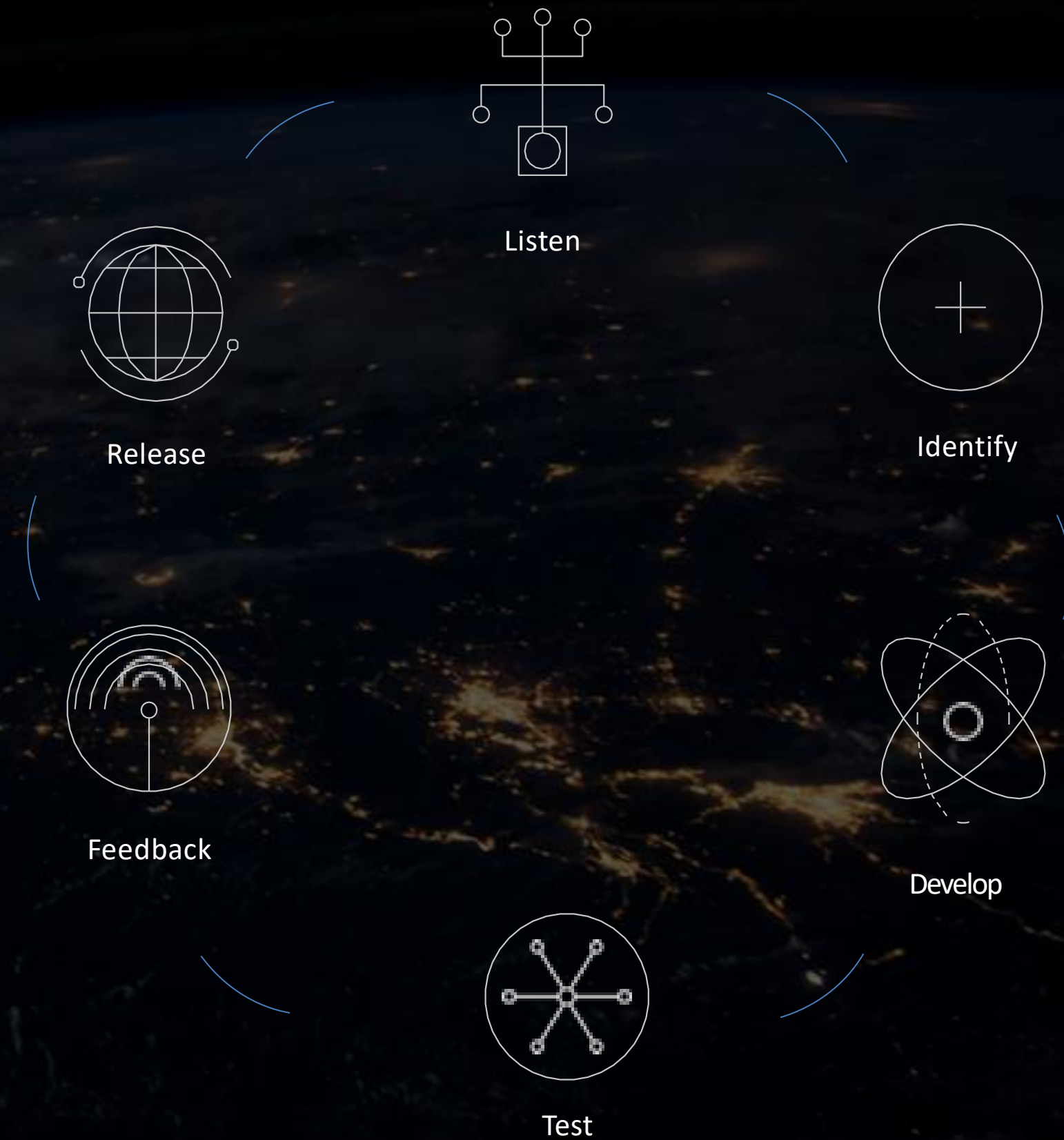


# NPD Open Innovation Model

New Product Developed is conducted via our Open Innovation model. Some of the world's most successful companies employ this strategy to harness the power of many to bring rich and differentiated perspectives and unexpected trends to the surface.

Following Open Innovation principles, ELEMENT leverages the input and feedback from the crowd - industry experts, bartenders, whiskey societies and consumers to implement a bottom up, consumer centric whiskey development model.

The components and finishes of ELEMENT Lore Single Malt were decided by the crowd. We listened to our community and the result; an exceptionally smooth, approachable whiskey that's full of depth and character.



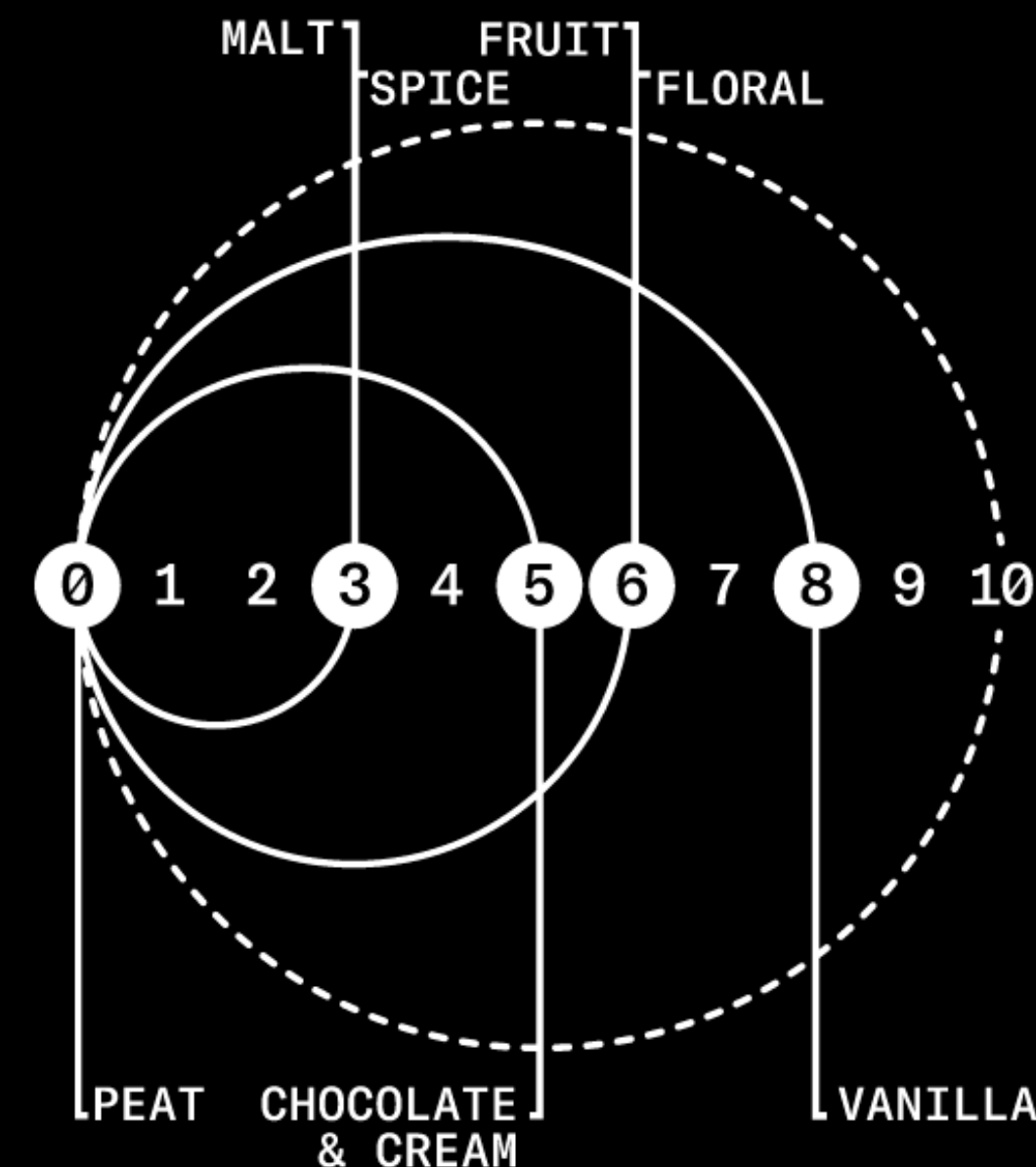
## Fusion Series R/1.0

**ELEMENT Fusion Series R/1.0 is the first release from New Era Spirits.**

R/1.0 is a fusion of superior Irish Whiskies from different grain, different years, different barrels. In the right measure they come together to create an experience greater than the sum of its parts.

The balance of fresh floral and tropical fruit with a velvety texture of rich cream, vanilla, and a smooth chocolatey finish makes this an enticing whiskey - adventurous and sophisticated in just the right measure.

Exceptional consumed neat, on the rocks, or in the cocktail. You choose.



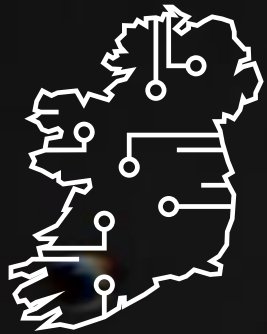




Triple Distilled Irish Whiskey



Blend of 5 premium Whiskeys  
in 4 different Casks



Single Origin Distillery



Non-Chill Filtered



Bottled at 43% ABV



Fusion R/1.0 Product Attributes

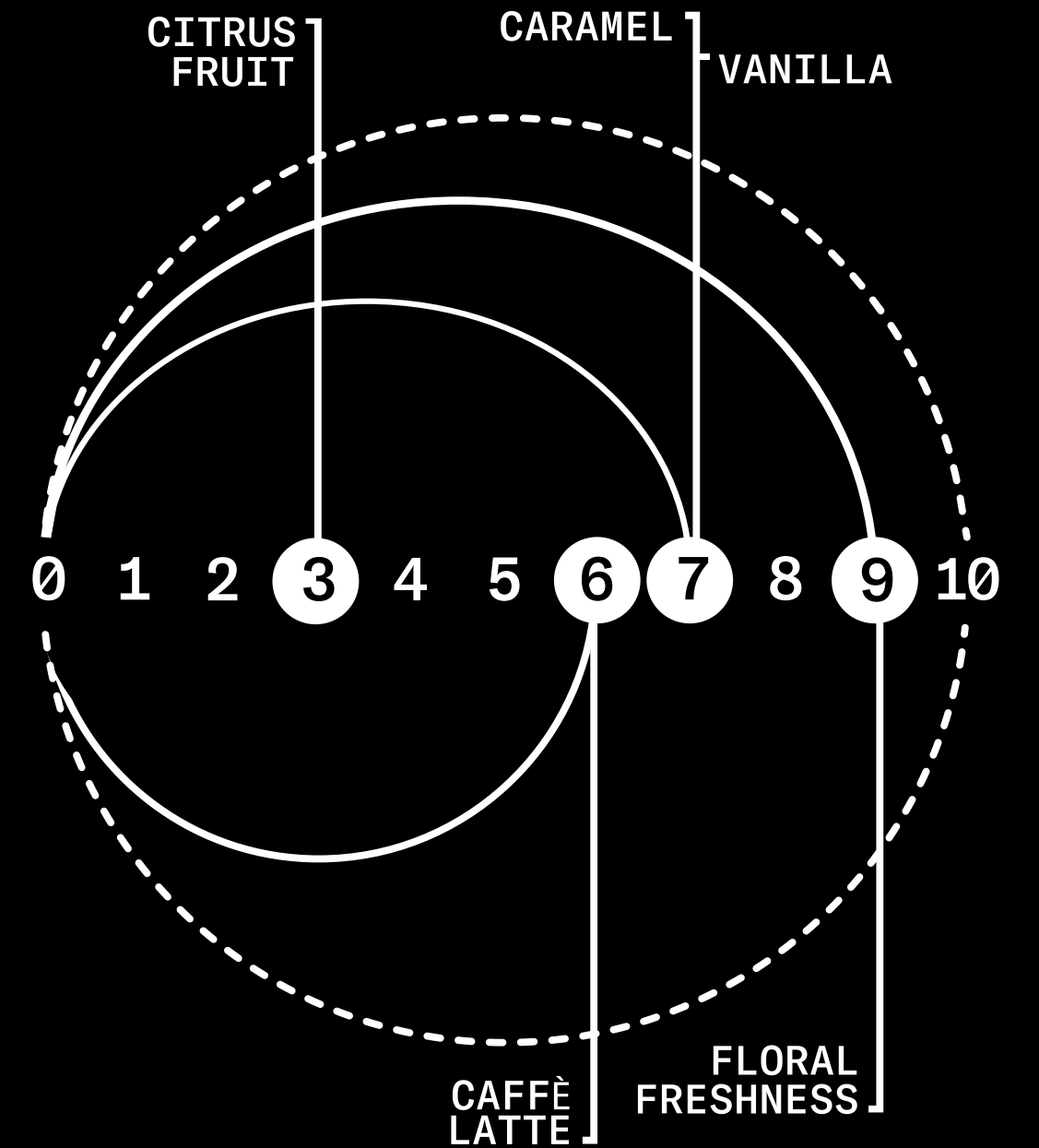
# Lore Series Single Malt R/1.0

**This release falls into the Lore Series which takes inspiration from traditional Irish Whiskies.**

This exceptional Single Malt was crafted from ex-Bourbon, Madeira, and Sweet Moscatel casks, carefully selected to create a smooth, approachable whiskey that's full of depth and character.

Hand numbered and bottled, this Single malt is the first release created solely by Open Innovation Principles.

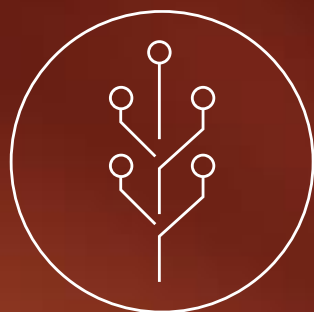
Delicious consumed neat, on the rocks  
or as the base for a decadent Irish  
coffee.







Triple Distilled Irish Whiskey



100% Single Malt Whiskey  
utilising 3 different casks



Single Origin Distillery



Non-Chill Filtered



Bottled at 43% ABV



Lore Single Malt R/1.0 Product  
Attributes



# What We've Heard.

sean\_whiskey\_taster Element – Fusion Series: R/1.0  
Highly recommend this new Blended Irish Whiskey

food\_junkierodriguez 10w  
🔥🔥🔥🔥 Looking forward to opening a bottle 🔥🔥🔥  
1 like Reply

waywatcher.93 4d  
The bottle really looks great. Need to have it in my bar!  
2 likes Reply

whisky.tee and elementwhiskey



View Insights

Liked by a\_drop\_of\_the\_irish and others  
whisky.tee #gifted | @elementwhiskey

Out in the elements to introduce a cool new whiskey from @elementwhiskey  
Element's Fusion series R/1.0

the.whiskey.chaser



Liked by frodefetti and others

the.whiskey.chaser Is this the future of Irish Whiskey? Element Irish Whiskey is a brand-new start-up that aims to change the way its customers drink... more



Love Drunk Whiskey  
@lovedrunkwhiskey

Thrilled to be asked to be part of the next @ElementWhiskey open source blending session! Myself and Jonny Collins will be sampling this line up to try to come up with the best possible result! #element #elementwhiskey #whiskey #whisky #irishwhiskey #irishwhisky #fridaynightdram



dunkelshite 4d  
Had a sup last night again and I must reiterate, it's a tasty whiskey. Also, class bottle.  
2 likes Reply

worthington.photos 4d  
Love that bottle 🍷  
2 likes Reply

adomian\_photography 10w  
A blend of five, now that's super interesting!  
1 like Reply

dramvoyager 4d  
Beautiful bottle design 🍷🔥  
2 likes Reply





# Market Research

- 80% prefer ELEMENT vs traditional Irish Whiskey Brands
- 29% make whiskey choice based on history & heritage of the brand
- 85% likely to purchase ELEMENT Irish Whiskey
- 89% interested in having a say in how their whiskey is made
- 82% expect to pay €49+ for ELEMENT Irish Whiskey in retail store





# Thank you

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## NEW ERA SPIRITS

