



Summary Document

Smyth & O'Reilly is a leading Artisan Irish Distillery, specialising in Gin products. The Distillery is based in the historic Ballydarton House, Fenagh, Carlow, Ireland and nestled in the foothills of Mount Leinster. The house itself was home to the Watson Family, renowned for their keen horsemanship, killing the last wolf in Ireland and writing the rules for Horse Polo as it is played today.

This 17th century house is now home to the Smyth family who have resided there for circa the last 50 years. Ballydarton House has over 1 hectare of Old Coach Houses and stables. It commands outstanding views across the Carlow countryside.

Smyth & O'Reilly Artisan Irish Distillers was founded by the meeting of minds between Aoife Nielsen, Gavin O'Reilly and Charles & Dawn Smyth. They are currently bringing to market, predominately for export, a Super Premium Dry Style Gin and are utilising the Authenticity, Heritage and Providence in the market positioning of this leading product.

Silver Spear is the first of their products to market and will be followed by a number of Cask aged and flavour dynamic combinations. Silver Spear is so named after the original Silver Spear that Colonel John Henry Watson of the 13th Hussars, was presented in 1876 for pig sticking 28 wild boars in an officers hunt while travelling to fight in the Afghani wars in Kandahar on the Afghani / Indian borders. A military record that has never been beaten. These were then used in a feast to feed his fight weary troops.

His direct descendant John Watson is one of our Board members and has the original Silver Spear in his possession and this is now on permanent loan to Smyth & O'Reilly Artisan Irish Distillers.





Smyth & O'Reilly from Q4 2015 will be producing a Super Premium Gin aimed at the international Export Markets. This will be in the €45+ per bottle sector. Smyth & O'Reilly Artisan Irish Distillers are now a Bórd Bía Client and are receiving full support.

The Branding will be consistent with the heritage in Ballydarton and the Anglo Irish linkages through Colonel John Henry Watson and his 10 years in India in the 13th Hussars along with his title as the “founding father of Polo,” after creating the rules of the game as we know it today.

Smyth & O'Reilly are utilising the strong J.H. Watson heritage connecting Ireland, the UK, India and the USA and will be leveraging off this to penetrate the Super Premium sector by focusing on the required socio-demographic and urbanomics within identified key target markets.[]

Should you have any further questions or wish to contact me regarding our products, I look forward to your communication.

Kind regards,

Gavin O'Reilly

CEO

