



## HERITAGE

### The Original Irish Cream Liqueur

- ...and the #1 Liqueur in the world. Baileys was born in Ireland in 1974, first to combine the fuller mouth feel and sensual pleasure of cream with Irish whiskey and fine spirits.

### Supports Ireland Farms since 1974

- To this day, every single drop of Baileys Original Irish Cream is supplied from local Irish family farms. Ireland provides the perfect environment for luscious green fields.
- Our cows spend 300 days/year grazing outside on a diet that is nearly all grass in Ireland's luscious green fields, which makes our cows happy and our cream tasting delicious.

### Always Fresh Cream

- We only use fresh dairy cream in the production of Baileys, delivering the fresh cream from our local farm partners to our production facility. Milk from farm to factory in less than 24hrs. Quality certified farms in Ireland, must comply to be a Baileys farm.

### Luck of the Irish

- Every drop of our luxurious cream is still produced exclusively on the island of Ireland. Baileys accounts for 50% of Irish spirits exports



## PRODUCTION

- BAILEYS Original Irish Cream is produced using the best-quality ingredients – fresh Irish dairy cream, Irish whiskey, finest spirits, cocoa and vanilla. It contains no preservatives or additives. The cream is preserved by the whiskey alone.
- Over 220 million liters of fresh Irish milk are required annually to produce the fresh cream used in the manufacture of Baileys. Over 38,000 of the top-bred Irish dairy cows produce the daily cream requirement for Baileys grazing on approximately 1500 selected Irish farms mainly on the East coast of Ireland
- The sugar comes from sugar cane and sugar beet. The distinct style of Baileys is derived from a unique proprietary cocoa extract recipe giving Baileys its chocolate character and essence.

## TASTING NOTES

**AROMA:** Baileys has a complex chocolate aroma with hints of exotic vanilla and the soft aroma of Irish whiskey.

**TASTE:** The whiskey in Baileys complements the richness of the fresh dairy cream, cocoa and vanilla that results in a luxurious, velvety smooth taste.

**MOUTH FEEL:** Baileys has a silky smooth mouth feel from the fresh cream and a warming sensation coming from the Irish whiskey.



## SIGNATURE SERVES – In, On, With

### IN Cocktails



**Espresso Martini**  
2oz Baileys OIC  
3oz espresso



**Liquid Tiramisu**  
2oz Baileys Original  
Irish Cream Liqueur  
1/3 Mascarpone  
3oz Espresso  
3oz Sugar Syrup

### ON Dessert



**Brownie Volcano**  
Pour 2oz Baileys OIC  
over warm brownie,  
sprinkle with  
confection sugar

### WITH Coffee



**Baileys with Coffee**  
Pour 2oz Baileys OIC  
into hot or iced coffee  
or specialty coffee  
(espresso, latte,  
americano)

## FEATURES

BAILEYS Original Irish Cream is the #1 selling liqueur in the world and the #7 spirit globally<sup>1</sup>

BAILEYS does not have to be refrigerated after opening, and the shelf life for Baileys is about 30 months.

BAILEYS only uses fresh dairy cream in the production of Baileys, delivering the fresh cream from our local farm partners to our production facility. *Milk from farm to factory in less than 24hrs.*

Baileys Original Irish Cream is supplied from local Irish family farms. Every drop of our luxurious cream is still produced exclusively on the island of Ireland, accounting for 50% of Ireland exports.

## BENEFITS

Consumer recognize BAILEYS and call for it at the bar and as an after-dinner treat

BAILEYS can featured on the back bar, where consumers can see it, in the rail for faster service or featured beyond the holiday season, well into Spring

This ensures quality for consumers. They know it is a made with quality ingredients – because the best treats require the best ingredients.

BAILEYS is an authentic, credible brand with Irish roots & heritage. Consumers will proudly choose BAILEYS for it's authenticity and commitment to it's origin.

Source: 1- Impact Databank, February 2009