



John Jameson's Dublin Distillery was founded in 1780 and laid down a tradition for quality and success. His family motto and guiding philosophy was "Sine Metu", meaning "Without Fear", which appears today on every bottle of Jameson Irish Whiskey. He set new standards in whiskey distilling.

He invested in the latest manufacturing processes. When he discovered that certain strains of barley made a superior whiskey, he persuaded local farmers to grow them by providing seed grain every spring. He also insisted that only the finest casks available were used for maturation.

By 1820, John Jameson & Son was the second largest distilling company in Ireland. News about the quality of the Jameson whiskeys travelled far and wide and demand was growing not just at home but abroad. The combination of fine whiskey ingredients and superior distilling processes was making quite a name for Jameson whiskeys worldwide.

Before Prohibition in 1919, Jameson was a best selling whiskey in America. But after Prohibition, exports of Jameson to the USA ground to a halt. Up until 1922, Jameson was the most popular whiskey in the British Empire. But after Irish Independence, English tariff barriers priced it out of the market. Without overseas demand, all 400 Irish whiskey brands fell into decline. The future looked bleak for John Jameson & Son and the Irish distillery market.

Today, over 220 years after John Jameson opened his doors, Jameson Irish Whiskey is the fastest growing international whiskey in the world. To this day John Jameson's passion lives on in the exceptionally smooth Irish whiskeys that still bear his name.

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