

# Voilà!



Please drink responsibly.

**CONOR MCGREGOR**  
brings the fight to the  
Irish whiskey industry.  
(see inside)



# Conor McGregor Brings the Fight to the Irish Whiskey Industry

BY HOLLY RIDDLE

Conor McGregor is internationally known for his prowess in the Octagon — but does the Ultimate Fighting Champion have what it takes to last as a newcomer on the historic, storied Irish whiskey scene? If the stellar reception Proper No. Twelve has received is any indication, absolutely.

Since launching in 2018, McGregor's Proper No. Twelve Irish Whiskey has steadily grown in popularity. According to 2022 Neilson data and *The Drinks Business*, a global leading drinks trade publication, as of last year, Proper No. Twelve was expected to claim a spot as the second- most-popular Irish whiskey among U.S. consumers, while also ranking as the fastest-growing whiskey brand in the States.

If you were to talk to McGregor, though, it's as if this success is of no surprise whatsoever.

**Proper No. Twelve was expected to claim a spot as the second- most-popular Irish whiskey among U.S. consumers.**

"I went about making my own Irish whiskey the same way I do everything in life. I prepare and I fight to get the best out of myself and others. I think I expected it to be easier than it was, but I know there is no substitute for hard work," he said. "I assembled the best team in the industry and we went to the oldest licensed distillery on the isle of Ireland with a proven history of whiskey making to discuss a partnership. They agreed to join forces with us, and the rest is history."

"We have witnessed one of the most successful launches the spirits industry has ever seen, and we will continue to work day and night to deliver the finest Irish whiskey to all corners of the earth," he added.

For those who have yet to try it (and those individuals may be few!), Proper No. Twelve is a blend of grain and fine single malt, triple distilled and aged four years in bourbon barrels. It's suitable for drinking



neat, on the rocks, or in a cocktail. It features a strong vanilla profile with a sweet floral grain, and finishes off with honey and oak. Full-flavored yet subtle, smooth and approachable, this is a whiskey that existing Irish whiskey fans will appreciate, but that also makes an excellent introduction to the world of Irish whiskey for those who aren't as familiar with this spirit's charms.

"Don't doubt the double champ and give it a try!" encouraged McGregor.

As for his favorite ways to drink Proper No. Twelve, McGregor "as a true Irishman" enjoys a Proper Neat with dinner, but also recommends a Proper & Ginger or Proper Old Fashioned. He also can't deny the appeal of a Proper Irish Coffee on a late night or cold day.

Of course, as you might expect, McGregor is hardly resting on his laurels at the moment. Last month, he introduced new Proper No. Twelve Irish Apple. He said, "This revolutionary, liquid gold blends my





Proper No. Twelve Irish Whiskey with notes of crisp and juicy Irish apple and is smooth to the core."

Pick up a bottle of Proper No. Twelve or Proper No. Twelve Irish Apple and see what all the fuss is about for yourself. Additionally, watch out for Proper No. Twelve and McGregor in the Octagon later this year.

**"We have witnessed one of the most successful launches the spirits industry has ever seen."**

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## Check Out This Month's Recipe

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### Shamrock Sour Cocktail

#### INGREDIENTS:

2 tbsp	lime juice
½ tbsp	lemon juice
¼ cup	simple syrup
2 oz	Irish whiskey
1 tiny drop	green food coloring
	lime wedges <i>for garnish</i>

#### PREPARATION:

1. Combine ingredients and shake well; strain over ice.
2. Garnish with a lime wedge and a shamrock stirrer.





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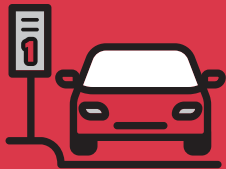


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# Champagne: The King of Wines



Champagne has been a favorite indulgence of royals and high society for centuries. As production increased, it became more and more accessible to everyone, and now, we all feel like kings and queens when we pop a bottle of bubbly. The Champagne region of France shot to fame when Clovis, the first king of the Franks, was baptized there in the 1st century, establishing it as the coronation spot for almost all future kings of France. Wine is said to have flown greatly and freely at these events, making the wine from this region officially known as the “wine of kings.”

The history of Champagne as the bubbly drink we all know and love dates back to the 10th century when quick changes in temperature from freezing winters to hot summers unintentionally revealed the process of secondary fermentation, which helps to create the sparkling effect. In the 17th century Dom Pierre Pérignon, a Benedictine monk, started using this process purposefully, and he became a pioneer in mass-creating the world's first sparkling wine in the region.

In the 18th century, the popularity of Champagne was heavily influenced by the wealthy and powerful aristocracy of the time, who were looking for ways to add

a luxurious element to their feasts. The development of Champagne as a status symbol was helped by the invention of the corked bottle, which allowed the sparkling wine to be stored and transported without losing its effervescence.

In the 19th century, the production of Champagne became more industrialized, and the first Champagne Houses were established. These Champagne Houses developed elaborate methods of making Champagne and were responsible for the creation of several key Champagne styles, such as Brut—which is dry and non-sweet—and Demi-Sec, which is slightly sweet.

## CHAMPAGNE SUBREGIONS OF NOTE

Today, the Champagne region of France is divided into multiple distinct subregions, all of which produce their own style of Champagne. Some subregions include Montagne de Reims, Côte des Blancs, Côte des Bar, Vallée de la Marne, and Côte de Sézanne. Each subregion has its own climate, soil, and focus on grape varieties, which—when combined with the unique production methods of the Champagne Houses—results in a wide range of styles to choose from. Here's what to expect from some of these subregions:

### 1. Montagne de Reims

This region produces Champagne with a rich, full body, as well as some of the most famous sparkling wines in the world. It is characterized by its rolling hills and chalk soils. Some of the biggest House names are in this area.

#### *Our Picks:*

Champagnes Pommery  
Champagne Montaudon

## 2. Côte des Blancs

This region is renowned for its chardonnay-based wines, which are characterized by their fresh, mineral-driven flavors. The area is home to six grand cru villages and is said to have some of the most ideal conditions for growing the vines.

*Our Picks:*

Nicolas Feuillatte  
Champagne Delamotte

## 3. Côte des Bar

This is home to some of the boldest wines in all of Champagne, with pinot noir grapes prevalent and intense flavors of stone fruits and citrus. The soils provide the perfect environment for producing full-bodied wines, and the region is famous for its cadoles—igloo-shaped huts—that help to maintain thermal neutrality.

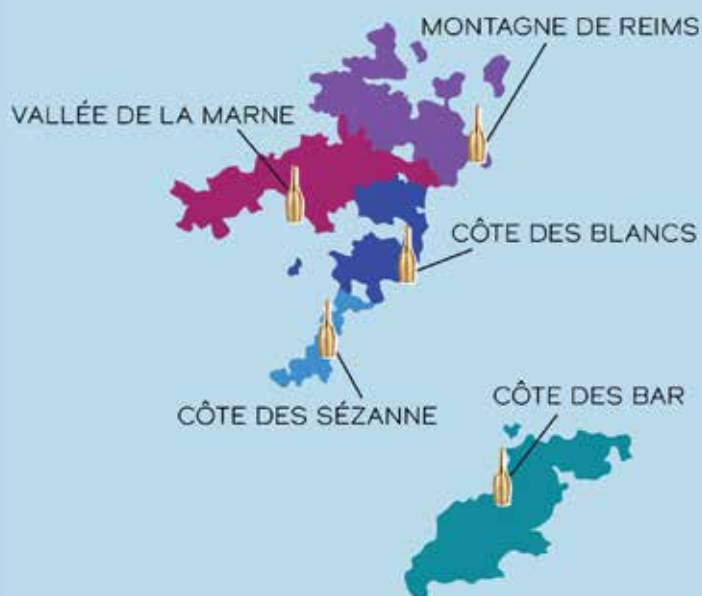
*Our Pick:*

Chateau de Bligny

With so many options, choosing the right bottle of bubbly for a special occasion can be overwhelming. Stop in to visit us at New Hampshire Liquor & Wine Outlet, and we'll point you in the right direction. Or take your pick from one of our featured Champagnes, as each of these recommendations makes a perfect choice for a celebration or casual night on the couch—because you deserve a cold glass no matter what you are doing!

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## 5 CHAMPAGNE SUBREGIONS OF FRANCE



# NEW PRODUCTS

SALE DATES:  
FEBRUARY 27, 2023 – MARCH 26, 2023

	<b>Amarula Ethiopian Coffee</b>	Cream Liqueur	750mL	\$24.99	Code 7768
	<b>Dublin Ink Warrior's Gold</b>	Irish Whiskey	750mL	\$42.99	Code 7886
	<b>Proper No. Twelve Apple</b>	Irish Whiskey	750mL	\$29.99	Code 7814
	<b>Pendleton Midnight</b>	Canadian Whisky	750mL	\$31.99	Code 7903
	<b>Dry Fly Triticale</b>	Whiskey	750mL	\$43.99	Code 8121
	<b>WhistlePig Piggyback</b>	Bourbon	750mL	\$49.99	Code 7884
	<b>Papa's Pilar Blonde</b>	Rum	750mL	\$34.99	Code 4620
	<b>Gazdina Rakija Quince</b>	Brandy	750mL	\$25.99	Code 7907
	<b>Pig's Nose</b>	Scotch	750mL	\$29.99	Code 2609

	<b>Calirosa Rosa Blanco</b>	Tequila	750mL	\$49.99	Code 7888
	<b>Evan Williams 1783</b>	Bourbon	1.75L	\$39.99	Code 2730
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	<b>Line 39</b>	Merlot	750mL	\$13.99	Code 18831
	<b>Josh Reserve Buttery</b>	Chardonnay	750mL	\$19.99	Code 35149
	<b>Layer Cake Jampacked</b>	Red Blend	750mL	\$15.99	Code 35428
	<b>Hess Select</b>	Pinot Gris	750mL	\$15.99	Code 31262
	<b>Clos de Napa Stags Leap</b>	Cabernet Sauvignon	750mL	\$42.99	Code 14086



	<b>Albert Lebrun Blanc Noir</b>	Champagne	750mL	\$42.99	Code 14087
	<b>Woodbridge Fruitful Blueberry Blackberry</b>	Red Blend	750mL	\$11.99	Code 14709
	<b>Ventessa</b>	Pinot Grigio	750mL	\$12.99	Code 39168
	<b>Fly By</b>	Cabernet Sauvignon	750mL	\$17.99	Code 14084
	<b>Crazy Grapes</b>	Monastrell	750mL	\$17.99	Code 14085

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\* Expected release March 3rd, 2023

## Featured Product

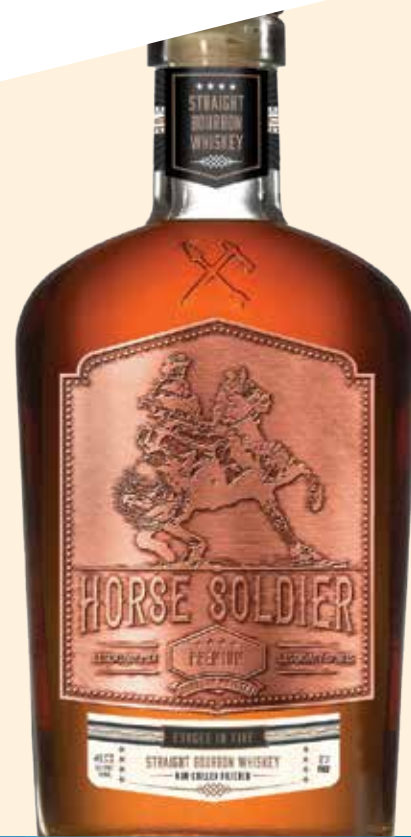
"Horse Soldier Bourbon is a good whiskey with a great meaning – one of the best ever produced and made by true American heroes. The taste is pleasant with hints of vanilla, oak, some mild black pepper spice, and honey. It's smooth enough to drink neat and has an undeniably lovely finish. It also tastes fantastic on the rocks or in a cocktail." -*Whiskey Rocks*

## Horse Soldier Bourbon

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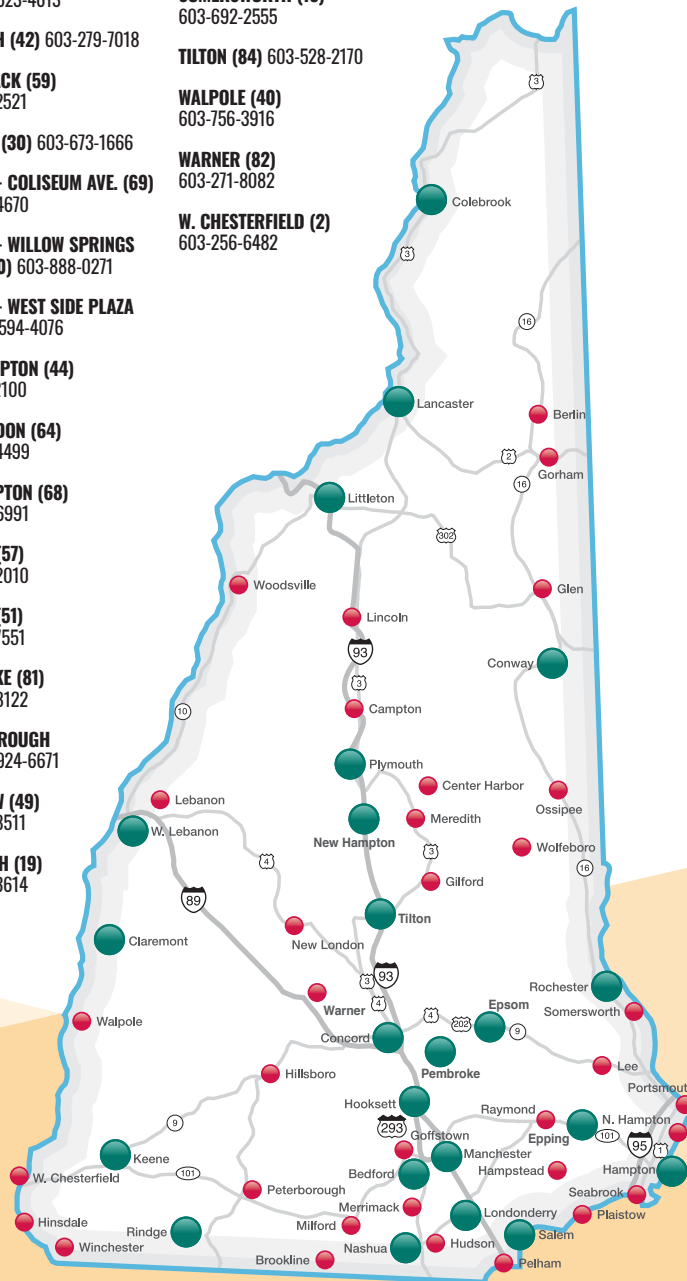
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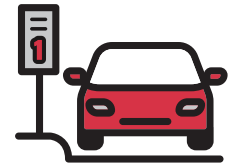
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