



# IRISH DISTILLERS PERNOD-RICARD

## Midleton Distillery, Ireland.

### Irish Distillers makes its new brewhouse with Meura!

IDL's core product is the famous Jameson Irish Whiskey. Indeed Jameson is the No. 1 selling Irish whiskey in the world, a consistent award winner and a truly global whiskey brand. Loved for its great smooth taste and style, Jameson is sold in over 120 countries worldwide.

**Irish Distillers** is a subsidiary of the world's co-leading wines and spirits company Pernod-Ricard S.A. (see *HISTORY* below).

In 2008 the distillery contacted Meura to perform some trials with raw materials. **Meura**, supported by its R&D Center **Meura technologies**, carried out a three-day trial and analysis that yielded very good results. After these tests, convinced by the **Meura 2001** technology, IDL asked for a quotation for a brewhouse however the project was put on hold due to other priorities.

Three years later, IDL contacted Meura for some new trials in its R&D Center Meura Technologies. The results were again excellent and IDL decided in favour of a complete Meura brewhouse as part of its €100 million expansion at Midleton.

Really enthusiastic about the IDL project, Meura, thanks to its state-of-the-art technology, proposed IDL a **Meurabrew** concept (Meura's continuous brewhouse), with a five-phase expansion programme.

Very interested by this proposal, the IDL team visited Martens Brewery in Belgium, already equipped with a Meurabrew, and Heineken Den Bosch in The Netherlands, equipped with a double Meura 2001 mash filters operating 14 brews a day. During those visits, they were able to speak freely with the owners and operators about the equipment performance. And in August 2011 the order for a Meurabrew was placed.

The supplied brewhouse is a unique concept allowing to upgrade in the future with almost double of the initial installed capacity.

In a first phase, two small batch brewhouses are foreseen, which will be upgraded in the final phase to a continuous brewhouse with a flow of 450hl/h.

The plant (for phase 1 & 2) comprises:

- **Modifications to existing dry good screening and transfer equipment.**
- **2 x Meura hammer mills, CLM1 & CLM4**
- **1x Mashing in tank of 25t/h**
- **1x Mash Preparation Vessel with AFLOSJet**
- **2 x Mash Conversion vessels with AFLOSJet**
- **2 x Meura 2001 Hybrid mash filters with Meuraclean units**
- **2 x Spent grains hoppers and expellers**
- **1 x Strong wort tank**
- **1 x Weak wort tank**
- **1 x Spent Grains discharger unit (for existing spent grains silo)**
- **Process and service pipework, valves, pumps and instrumentation**
- **Control Software**
- **Project planning, installation supervision and commissioning.**



The brewhouse was installed in a new purpose-built building alongside the existing brewhouse and milling area. The building works

started in October 2011, with the first Meura equipment delivered in January 2012. The commissioning started in August 2012 and full production was achieved by the beginning of September.

Thanks to Meura's innovative equipment and thinking, we were able to offer a superior technological solution to IDL that will meet their demands for increases in production well into the future.

## HISTORY

- **1966:** John Jameson & Son, John Power & Son and The Cork Distilleries Company combine to form the Irish Distillers Group.
- **1972:** Irish Distillers has control over all whiskey production in Ireland.
- **1975:** A new distillery is built at Midleton, alongside the old. Over a period of five years, all of the old distilleries are closed as the new Midleton Distillery comes on stream.
- **1988:** Irish Distillers Group joins French drinks company Pernod Ricard.
- **2004:** Jameson is the world's fastest growing international whiskey brand.
- **2010:** Announce €100 million expansion at Midleton Distillery.
- **2012:** Jameson sells 4 million cases worldwide.



  
**Irish Distillers**  
 Pernod Ricard