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It may be 220 years old, but Jameson Irish Whiskey is enjoying a resurgence in popularity

St. Patrick's Day is right around the corner and this year the Irish favourite will be in more kiwi hands than ever before. Jameson Irish Whiskey is the top-selling Irish whiskey in New Zealand, and indeed in the world.

Jameson has successfully made the leap out of granddad's cabinet into the hands of a new, taste-savvy generation. Recently visiting New Zealand to meet new kiwi whiskey drinkers was Jameson Distiller Brian Nation and Jameson Australasian Regional Manager Niall Gately.

As a younger distiller, Brian Nation is both part of the new whiskey generation, and hard at work creating the much loved spirit. "This generation knows a thing or two about a good drop. I think our expectations are higher than ever before and I think this is why Jameson has such great appeal".

Having encountered Jameson fans the world over as a whiskey ambassador, Brian knows why his whiskey has such an appeal to the contemporary drinker. "Jameson is all about expecting the unexpected, from where you will find Jameson to the whiskey itself, which often surprises first-time tasters because it's just so smooth and easy to drink.'

From the Jameson Dublin International Film Festival, to the Tribeca Film Festival in New York, to Auckland's annual international film festival and the New Zealand Screen Awards – our own version of the Oscars – Jameson can be found at film events around the world. According to Brand Manager, Niall Gately, "We are drawn to film-makers and performers who take an unexpected approach, who go beyond the obvious."

The obvious way to enjoy whiskey is straight-up or on-the-rocks in a darkened, wood-panelled gentleman's club, but modern whiskey drinkers take it way beyond. Free of the smoky flavor associated with the Scotch variety, Jameson Irish Whiskey is quite versatile when it comes to food pairing, and mixology.

Suitable to accompany gourmet meals, Irish whiskey also matches well with the darkest of dark chocolate. While it is the perfect ingredient in many a creative cocktail, the bar order of the moment is a Jameson and Dry: a crisp drink of Jameson Irish Whiskey with a splash of ginger ale over ice, topped with a wedge of lime. To add a Kiwi twist to the chic classic, try it mixed with a local soft drink like Phoenix organic ginger beer, or ginger beer infused with honey.

At www.jamesonwhiskey.com you will find a tempting selection of cocktail recipes using fresh berries and kumquats, real fruit juices and purees.

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