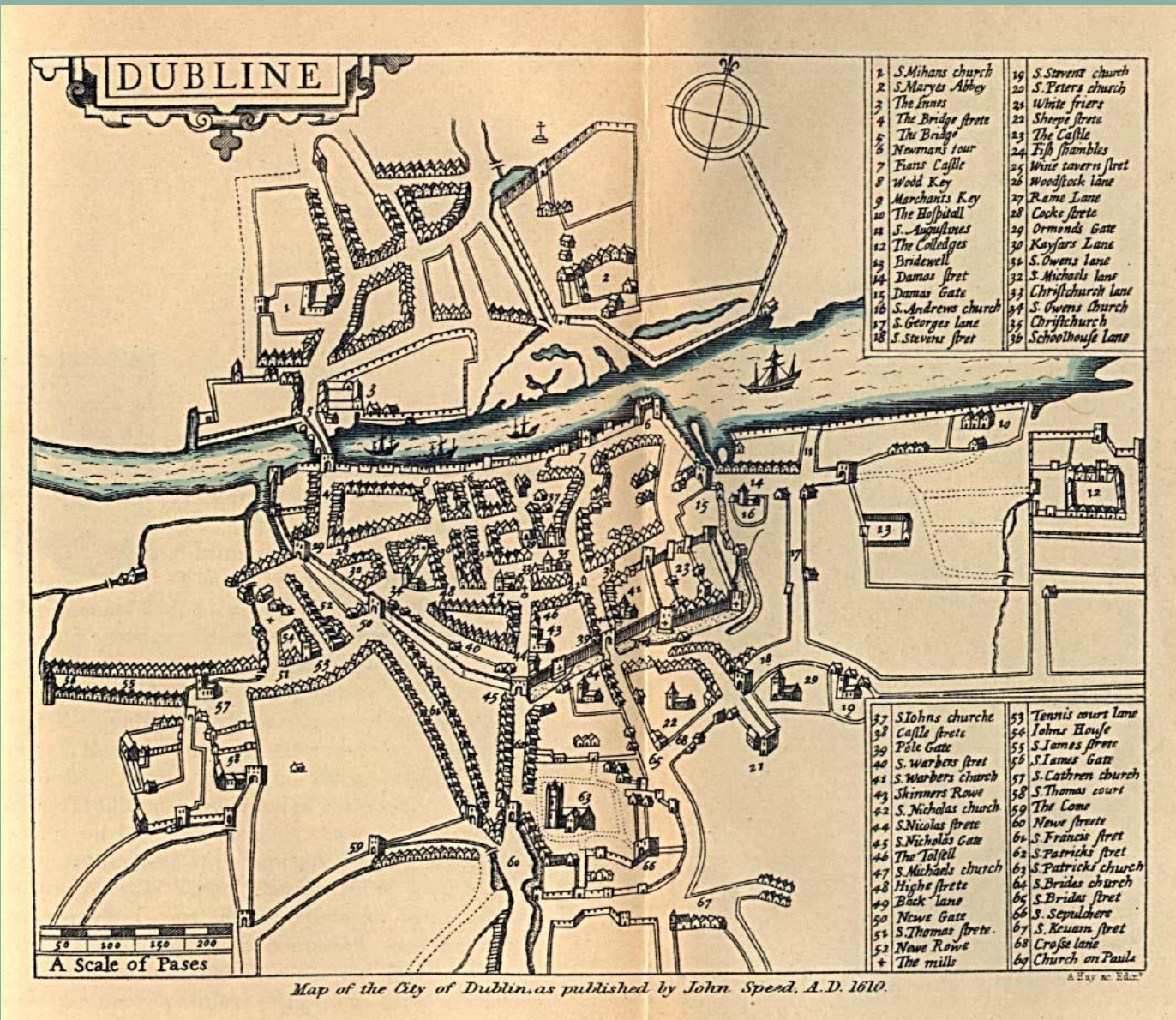


ENGLAND

- 1541:
 - The Irish Parliament declares for Henry VIII. A large portion of the country remains unimpressed and either push back, or simply ignore the new king.
 - England's takeover happened in slow stages from this point.
- 1608:
 - **King James** awards first ever distilling license to Bushmills in County Antrim.
- 1661
 - **King James** imposes the first production tax of a whopping 4p on Irish and Scotch distilleries. Irish distillers were meant to register for licenses upon imposition.
- 1690
 - Battle of the Boyne assured Protestant ascendancy.

THE LIBERTIES

- 1757
 - Peter Roe opens the Thomas Street Distillery in the heart of The Liberties.
- 1759
 - Arthur Guinness establishes brewery across Thomas St.
- 1780
 - Jameson Distillery opens in the North Side.
- 1784
 - Nicolas Roe absorbs another plant at Pimlico, just inside Dublin City.
- 1791
 - James Powers opens a little distillery in the back of his pub just east of Thomas Street Distillers.
- 1770s – 1800
 - Irish Whiskey became wildly popular on a global scale.
 - **The Golden Triangle** is producing 60% of the world's whiskey.





ENGLAND STRIKES AGAIN

- 1770s – 80s
 - Expensive licensing fees eliminated new distilleries, while distillation requirements coupled with high tax rates made it ever harder to maintain established ones.
- **1785**
 - In an effort to generate revenue from distilleries they had no control over, England imposes a tax on malted barley.
 - Ireland delicately declines, and chooses to distil **unmalted barley** instead, saving money and creating an entirely unique category in one go.

- **1801**
 - Ireland officially unites with England, creating the United Kingdom.
 - Taxes are increased to match those of England. Not rated based on economy of the country.
- **1801 - 1818**
 - England sends “tax revenue agents” to Ireland who begin a systematic search and destroy for unlicensed distillers.
- **1819**
 - The Revenue Police become an official part of the Excise Department.
- **1830**
 - Former taxman Aeneas Coffey creates the coffey still.
 - Ireland make their second delicate declination so Coffey takes his new still over to Scotland. Scotch distilleries immediately jump on it for the desirable chance to increase volume.
- **1832**
 - George Roe has inherited the family business with BIG plans for growth. He leases premises at Mount Brown for kilns, floor maltings, and aging warehouses.
- **1838**
 - Irish temperance movement sweeps the country. Half the population takes The Pledge.
 - Distilleries that have managed the high tax rate and brutal taxmen begin to close.

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UNIFICATION & INCREASED HARSHIP

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