



WE STORE OUR
YEAST IN LIQUID
NITROGEN AT
-196°C



THERE ARE
3.4
QUADRILLION
YEAST CELLS IN
EVERY BREW

THE FLAVOUR OF THE
CREATE THE UNIQUE FLAVOUR
COLOUR OF G



225°

Nearly the final product and has a similar look to roasted barley, but take a closer view- the grain needs more roasting and time. Its nearly there, but good things come to those who wait...

THE TEMPERATURE
CREATE THE COLOUR



232°

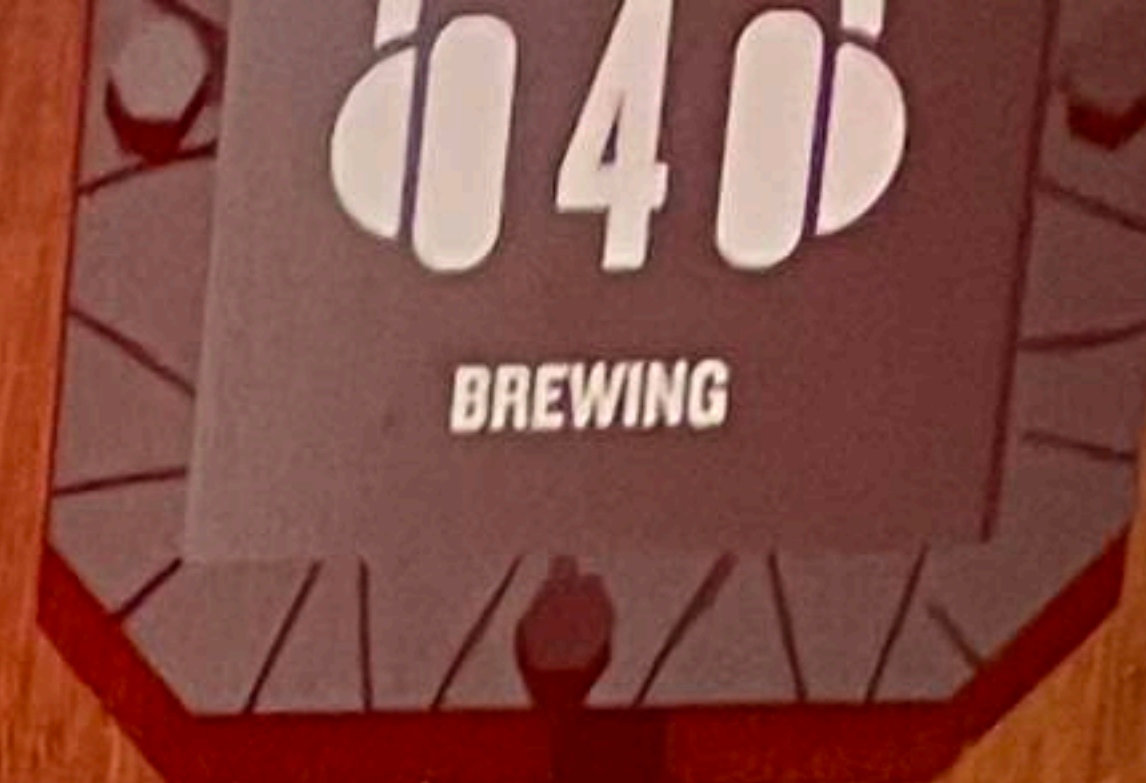
The barley is now fully roasted and is transformed into our famous roasted barley. The roaster confirms that the roasted barley is perfectly roasted, the grain is uniquely black and roasted throughout with an amazing roasted coffee and chocolate aroma. It is brittle in texture and taste is an explosion of intense roasted coffee and chocolate. Now you can appreciate where Guinness gets its unique colour, aroma and flavour that we all love.



225°

Nearly the final product and has a similar look to roasted barley, but take a closer view- the grain needs more roasting and time. Its nearly there, but good things come to those who wait...

LET'S ROAST IT TO COLOUR, AROMA AND GUINNESS



190°

The barley grain starts to crystallise, there is a noticeable change in colour, darker and looks and tastes like crystal malt – crunchy, sweet & astringent with some burnt notes. It's well on its way!



0°

The fresh barley grain begins its roasting journey, its pale in colour, very hard in texture and has a grainy aroma.



232°

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CREATE THE UNIQUE FLAVOUR, AROMA AND
COLOUR OF GUINNESS



232°

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and
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225°

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there are more...



180°

180°

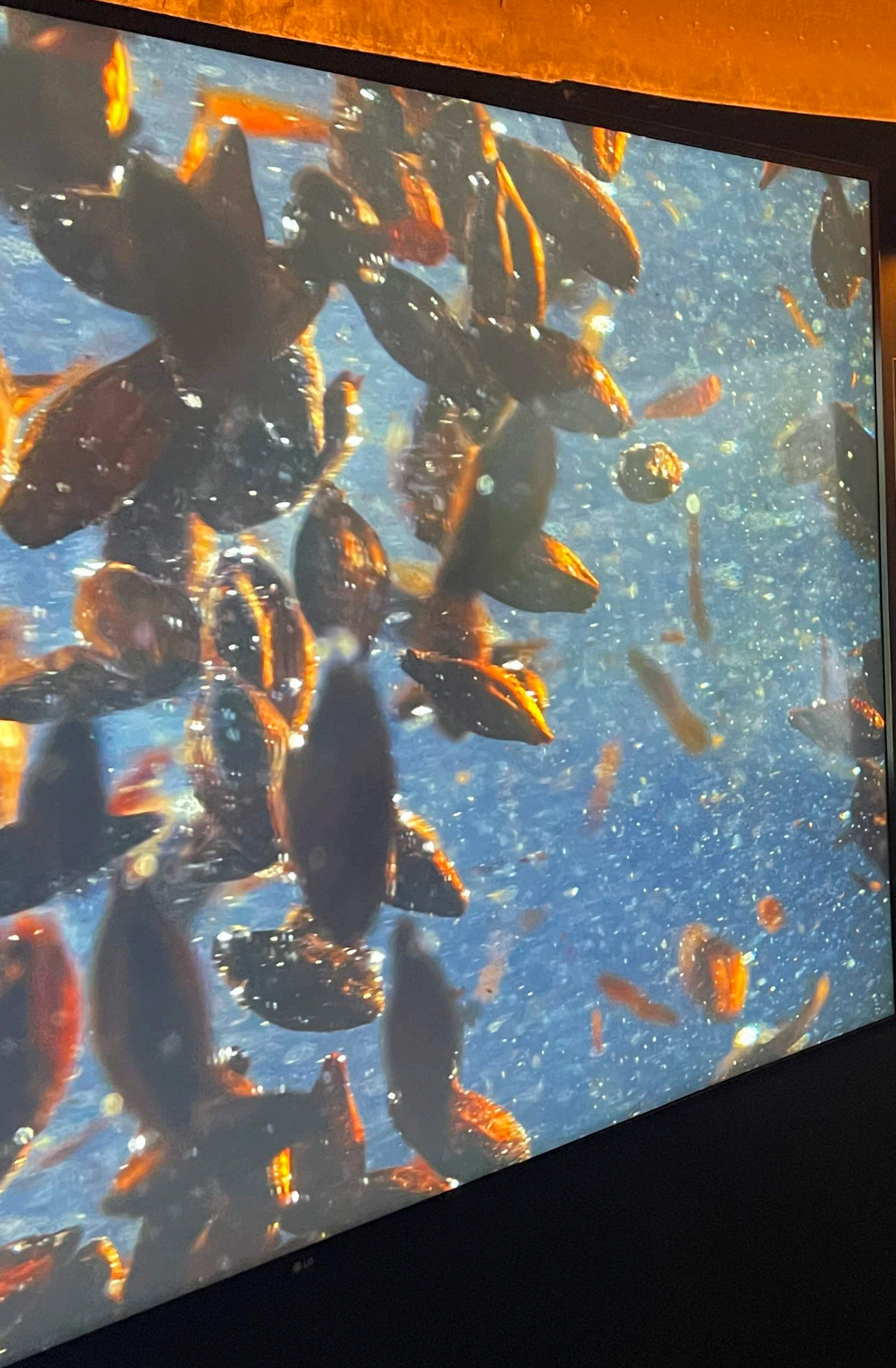


MILLING

— Preparing the Grist

The Brewing Grains are fed into mills from silos. The grains are crushed, releasing the inner starch and flour, but leaving the outer barley husk as intact as possible. Once the grain has been milled it's called grist.





MASHING

— Making the Wort

The grist is mixed with hot water, creating a porridge-like substance we call mash. The mash is stirred by rotating paddles. This process uses the natural enzymes of the malt to convert starch into fermentable natural sugars. This is now called Wort.



BOILING

— *Stabilising the bitter/
sweet Wort.*

Bittering Hops are added to the Wort and the mixture is boiled. The hops give GUINNESS its characteristic bitterness. Hops also have antibacterial qualities and these will help preserve and keep the beer fresh.



EVERY BREW
IS TASTE TESTED
23 TIMES AND
ANALYSED
A FURTHER 251
TIMES BY OUR
TEAM OF
SCIENTISTS
AND BREWERS



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Every day at 10am, a small team of expert taste testers here at St James's Gate check each and every brew of GUINNESS for quality consistency. Someone's got to do it!



GUINNESS
DUBLIN
673584

GUINNESS
DUBLIN
858372

GUINNESS
DUBLIN
748574

BARREL (33 GALLONS)



○ The art of smelling

Casks were the ultimate recyclable containers. Provided they were kept in good condition they were repairable and could last for over 10 years.

All empty casks were returned to the brewery. Occasionally, a cask would return to the brewery unfit for reuse, in which case it would be repaired and cleaned before it was refilled with Guinness.

Spoiled casks often had an unpleasant smell. At St. James's Gate, coopers with a good nose, known as "smellers", would sniff out these "foul" casks and send them back to the cooperage to be reconditioned.

It was a demanding job. Smellers often spent over 6 hours a day smelling casks. A smeller could sniff approximately 3,500 casks per week, or almost 100 casks per hour.

Regular tests were held to make sure that the smeller hadn't lost his touch. If he scored poorly on several occasions he would return to his previous job in the cooperage.

Even the best oak casks eventually had to retire. But they often found alternative employment as stools, water butts and ornamental flowerpots.

GUINNESS
DUBLIN
986232

GUINNESS
DUBLIN
658374

GUINNESS
DUBLIN
238264



**A.B.C is a spectacular
outdoor gallery featuring
works by six artists on
the streets surrounding
the Home of Guinness.**

The outdoor gallery is located across the area of Crane Street, Crane Street community theatre are encouraged.

A Better City 2019 creative studio. Mark Conlan, RU uniquely interpreted.

To celebrate the together, writer, a create a new piece 'Spréach'. Visitors film by scanning a

This incredible new Storehouse in part will be open to all p



ARTISTS

1. Claire Prouvost
2. Sophia Vigne Welsh
3. Ruan van Vliet
4. Gavin Connell
5. Bebhinn Eilis
6. Mark Conlan

EMMET KIRWAN

Kirwan is an actor, writer and theatre maker based in Dublin. He studied at the Samuel Beckett Centre, College Dublin. For over 20 years he has worked in Irish theatre, performing on stages including Project The Abbey, The Gate, The Warehouse, The National Theatre and The Soho.

He has been in Irish and British cinemas in 2018 and international festivals including the London BFI.

He was commissioned by The Gate Theatre Dublin for their Late at The Gate initiative to respond to John Osborne's 'Look Back in Anger'. He was also funded by the Arts Council to develop his play 'The Last Partholonian' a play based on the first cycle of Irish Mythology and the youth gang culture.

Emmet's play 'Dublin Oldschool' directed by Philip McMahon won the Stewart Parker award for best play. It has toured internationally and transferred to the Dorfman in The National Theatre for a sell out run. It was adapted into a feature film with Emmet pictures and opened in

@emmetkirwan



LET US SPEAK OF A CITY AS IT IS

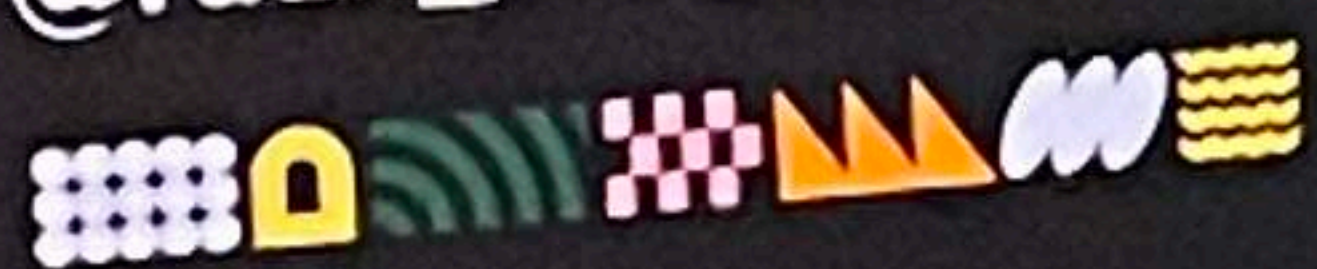
A TOWN WITHOUT ART IS A
DYING SOULLESS THING

TS WITH THE SPARK OF

RUAN VAN VLIET

Ruan van Vliet is an Irish artist whose work is recognisable for its bright blobs of colour, smudgy, expressive lines and absurdist worldview. The Dublin-born illustrator works across print, commercial, editorial, publishing and self-initiated projects, including clothing, painting and animation.

@ruan_van_vliet



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EMMET KIRWAN

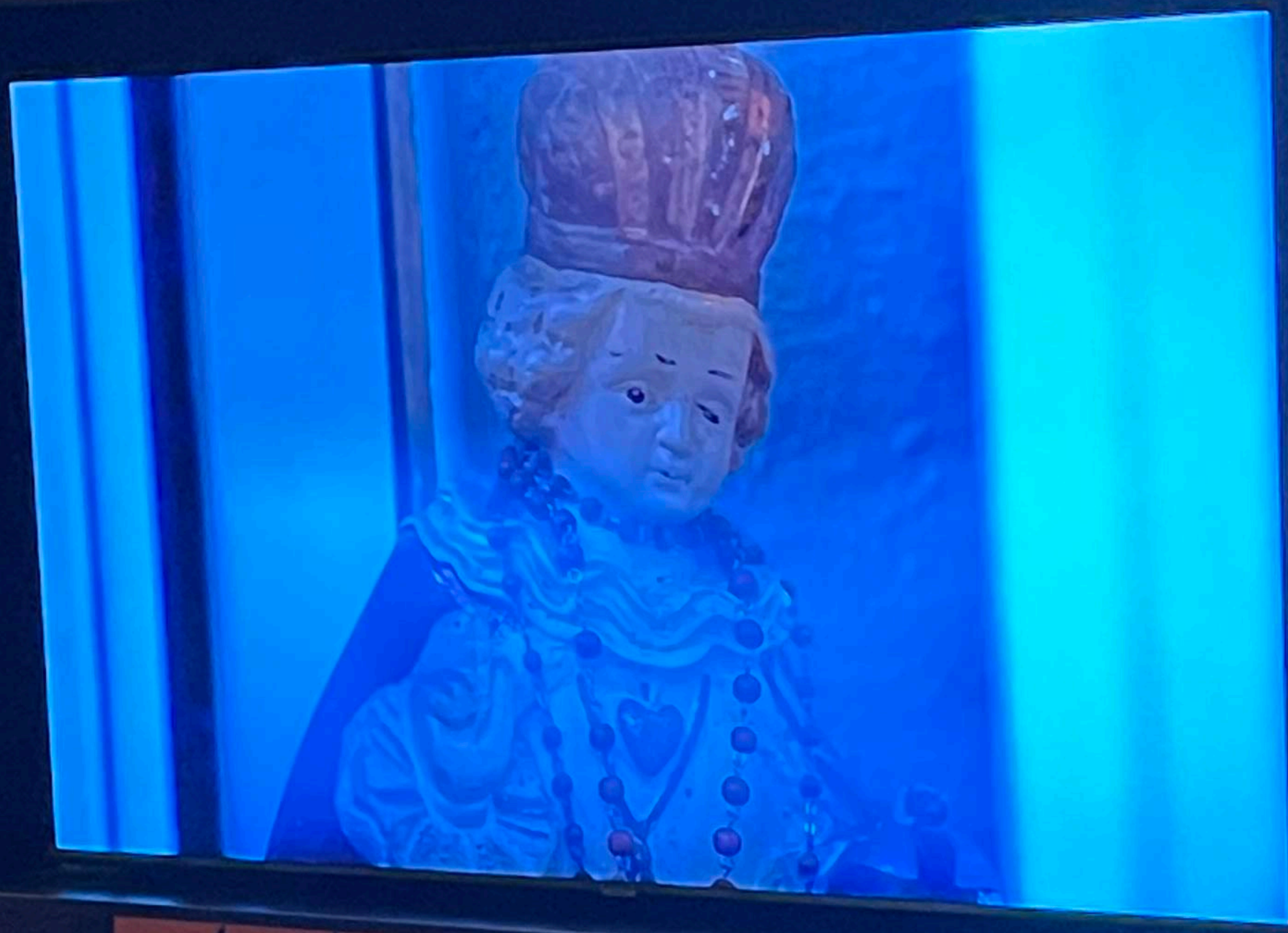
Emmet Kirwan is an actor, playwright and theatre maker from Tallaght in Dublin. He studied at the Samuel Beckett Centre Trinity College Dublin. For over 20 years Emmet has worked in Irish and British Theatre, performing on many stages including Project Arts, The Abbey, The Gate, Donmar warehouse, The National Theatre and The Soho.

Emmet's play 'Dublin Oldschool' directed by Phillip McMahon won the Stewart Parker award for playwriting it has toured internationally and transferred to The Dorfman in The National Theatre for a sell out run. It was adapted into a feature film with Element pictures and opened in

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He is also known for writing a starring in the RTE 2 comedy series Sarah and Steve for Accomplice television.



LET US SPEAK

A TOWN WITH

DYING SOULS

@emmetkirwan



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MARK CONLAN

Mark Conlan is a 28-year-old illustrator/designer based in Dublin, Ireland. His style is made up of his main inspirations such as vintage comics, 1950's animation, old school new printers and contemporary illustration/character design.



BEBHINN EILISH

Bebhinn Eilish is a 28-year-old illustrator/designer based in Dublin, Ireland. Her style is made up of her main inspirations such as vintage comics, 1950's animation, old school new printers and contemporary illustration/character design.

bebhinn_eilish
BEBHINN EILISH

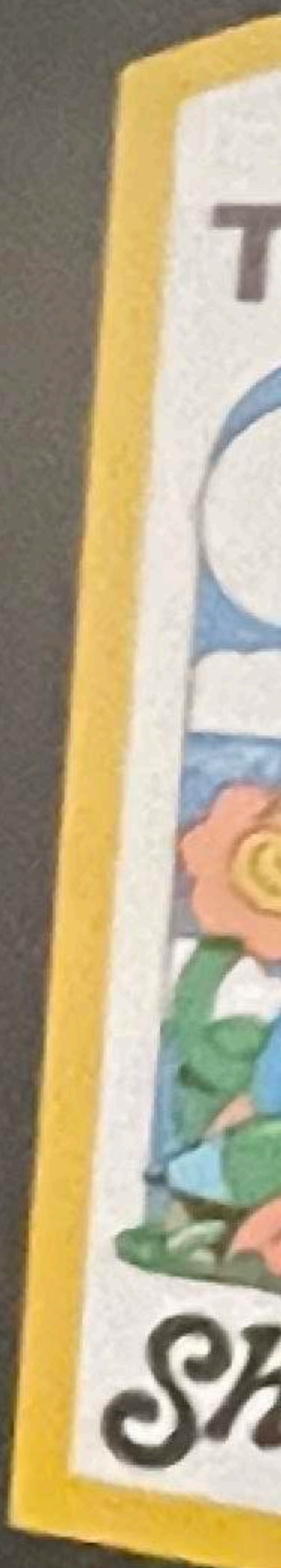
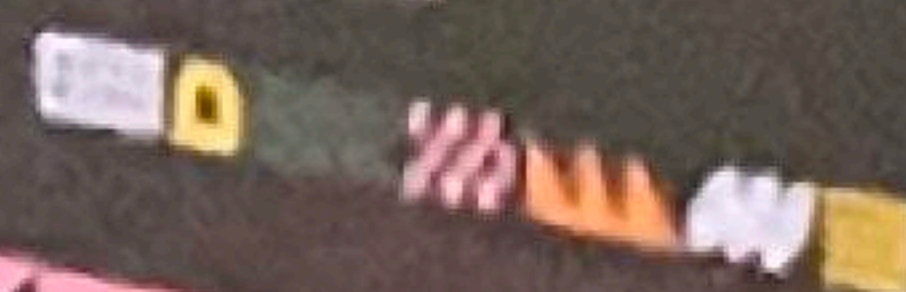


GAVIN CONNELL

Gavin Connell is a 28-year-old illustrator/designer based in Dublin, Ireland. His style is made up of his main inspirations such as vintage comics, 1950's animation, old school new printers and contemporary illustration/character design.

Graduating from NCAD in June 2018, he went straight into freelancing and working for himself. He worked closely as a junior designer with John Shale of HVT Studio 2017-2018 on jobs for large brands such as Nike and Vero where he learned a lot of technical skills.

@gavconl







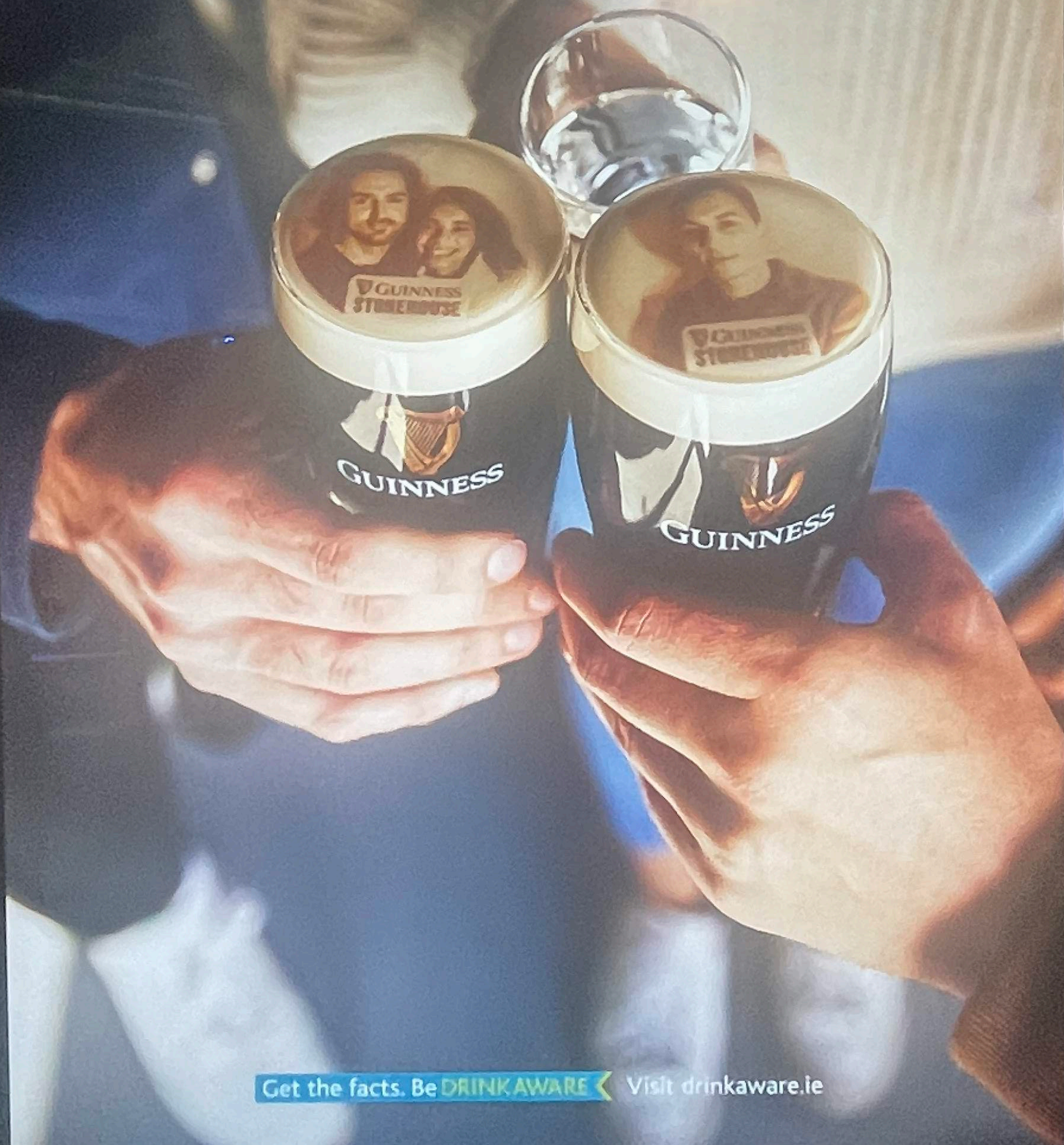




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UPGRADE HERE, €8

*SUBJECT TO AVAILABILITY



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ripples

ripples

GUINNESS
STOREHOUSE



NOT
EVERYTHING
IN BLACK
& WHITE
MAKES SENSE



Heuston Station is one of the two main train stations in Dublin. For much of the 20th century, the Guinness Brewery had a direct rail link into Heuston, using the rail network to distribute Guinness stout around the country.









