NEWS

Irish Distillers joins Diageo in production pause

07 MARCH 2025

By Lauren Bowes

Pernod Ricard's Irish whiskey arm will halt production at Midleton Distillery in County Cork from April until summer.



The Midleton distillery recently refurbished its visitor experience

A spokesperson for the company said: “Irish Distillers can confirm that Midleton Distillery is adjusting its production schedule for a routine, periodic review.

“This review demonstrates our ability to be agile with our production cycles and has been enabled through improved operational efficiency and state-of-the-art production facilities.

“The distillery will temporarily pause production in early April 2025 and will recommence in the summer to support the sustainable global growth of its portfolio of Irish whiskeys.

“We remain fully committed to the production of Irish whiskey at Midleton Distillery and have communicated this adjustment to our staff, suppliers, customers and contractors to enable forward business planning.”

The move means Pernod Ricard has joined Diageo and Brown-Forman in pausing whisky production, with Diageo doing so at one of its Kentucky distilleries yesterday (7 March), and Brown-Forman mothballing Scotch distillery Glenglassaugh earlier this year.

Although both Pernod Ricard and Diageo cited an increase in production efficiency as the reason for the halt, the pauses seem to suggest supply is exceeding demand across spirits firms in all three major whisky nations.

Irish Distillers hopes to lead ultra-premium whiskey growth around the world, according to its international marketing director Joao Rozario. The arm is led by Nodjame Fouad, who took on the role in 2022.

The pause hasn't stopped Irish Distillers' brand Jameson from releasing new expressions and launching partnerships.

Jameson, the world's biggest Irish whiskey brand, saw its volumes rise by 3% but net sales were flat during the first half of Pernod Ricard's 2025 financial year (July-December 2024).

Ireland's whiskey exports surpassed €1 billion (US$1.04bn) in 2024.

Related news

Irish Distillers confirms home market price increases

SB meets... Carol Quinn, Irish Distillers

Route cause: the whiskey distillers boosting Irish tourism

SHARE SHARE SHARE

Subscribe to our newsletters

Enter your email address

SUBSCRIBE

Most read

Crealis CEO reshapes business for spirits growth

BCB London sets dates for 2027 return

Lucas Bols targets cocktail occasions in US

Events

Signature Serve – London Wine Fair
MAY 18, 2026 - MAY 20, 2026

New York Rum Fest and Conference 2026
Metropolitan Pavilion - New York - USA

JUNE 6, 2026

Bar Convent Brooklyn
Industry City - New York - USA

JUNE 9, 2026 - JUNE 10, 2026

MORE EVENTS

Latest news

Never Never launches Landers Lime Gin

Pinnacle Guide adds trio of three-pin bars

El Supremo expands Benelux footprint

The Global Spirits Masters

DEADLINE: MAY 14, 2026

The Tonic & Mixer Masters 2026

DEADLINE: MAY 26, 2026

The Gin Masters 2026

DEADLINE: JUNE 11, 2026

The Scotch Whisky Masters 2026

© 2026 Union Press Ltd | Wigglesworth House, Fourth Floor, 69 Southwark Bridge Road, London, SE1 9HH, UK Tel: +44 (0)20 7803 2420
Registered in England and Wales No. 03606414

Site by Redwire