

**John Concannon,
4th Generation Vintner
Concannon Irish Whiskey
Brand Ambassador**



As Brand Ambassador for Concannon Irish Whiskey, John Concannon is continuing his family's amazing legacy of blending rich tradition with pioneering innovation. "Our Irish roots run deep, and entering the Irish Whiskey market symbolizes building an eternal bond with the past by creating a bold, new chapter in our Concannon Family History."

That legacy began in 1865 when John's great-grandfather, James Concannon, sailed from the rocky coast of Ireland's Aran Islands to become the first Irish immigrant to establish a successful winery in America. As a founding family of the California wine industry, all four generations have made remarkable and distinctive contributions in their commitment towards creating outstanding, award-winning wines. And now, almost 150 years later, John is likewise very proud to honor his Irish heritage by crafting an authentic Irish Whiskey of uncompromising quality and character.

Born in 1961, John is the first child and eldest son of Jim and Helen Concannon who celebrated his birth as well as Jim's having created America's First Petite Sirah that very same year. From early childhood through college, John worked diligently in all aspects of the winery's operation while learning every facet of the family business including vineyard management, cellar operations and the wine laboratory. There, he was taught the liquid artistry and science of creating beautifully balanced wines and blending for optimum flavor and complexity.

Most importantly, John's parents instilled within him the Concannon family values of integrity, excellence, and respect for the land, all required within the Concannon name which, translated from ancient Gaelic, means "Wisdom Without Compromise."

After graduating from California State University, John then followed the generations before him by obtaining valuable experience in another field before returning back to the family winery. Following his passion for science and technology, he successfully distinguished himself in the medical field for 23 years, during which time he expanded his skills and experience in business management and ownership.

Now, John has rejoined his father to serve as 4th Generation Vintner, leading Concannon Vineyard forward while growing the family legacy. Currently, John has promoted the implementation of many significant upgrades in Concannon's winemaking and continually pursues the most cutting-edge technologies for improving and expanding vineyard and winery operations as well as sustainable practices in environmental conservancy.

A respected visionary, John has achieved public recognition for his pioneering contributions at Concannon, including the successful 2011 launch of *Crimson & Clover*, his award-winning tribute wine honoring his father Jim, the "Father of Petite Sirah."

And now, John is honored to announce the 2012 release of Concannon Irish Whiskey, a special tribute to his Great-Grandfather, James Concannon, in admiration for his adventurous spirit, vision and ambitious endeavors. In partnering with Ireland's Cooley Distillery, Concannon has created an outstanding, unique whiskey, matured for the first time ever in a combination of ex-bourbon and Concannon Petite Sirah wine barrels.

"My Great-Grandfather loved all that is Ireland, including its Irish whiskey, and he would have been extraordinarily proud that his name was identified with not only an authentic Irish distillery, but also Ireland's most award-winning." John is also proud of this distinctive dedication to James as well as to the rich history and culture of the Concannon family's ancestral homeland.

For more information, to request an interview, or to receive a sample contact Debbie Rizzo at 617-233-8024 or via email debbie@drinkpr.com.