

Case Study on Irish Whiskey: Reviving Tradition, Captivating the World

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Abstract: *This case study explores the revival and global success of Irish whiskey, a traditional spirit with a rich history. It examines the historical context, production methods, marketing strategies, and key factors that contributed to the resurgence of Irish whiskey in the global market. The study also highlights the challenges faced by the industry and provides insights into its future prospects.*

Keywords: Irish whiskey, revival, production methods, marketing strategies, challenges, future prospects