

THE BEER DEMYSTIFIER *NEW YORK CITY FILES* 2009-2010

BREWERY PROFILE

Diageo

[Global Corporate Mass Producer](#)

HQ: United Kingdom (England)

DIAGEO

The biggest multinational beer, wines, and sprits company in the world – beer is just one segment of Diageo's portfolio. The London-based giant was created by the merger of drinks company Grand Metropolitan with Guinness. They laugh all the way to the bank every St. Patrick's Day when millions submissively knock back pints of Guinness because of all the Diageo-generated hype. Just remember their HQ is in England, not Ireland – you can find true Irish craft beers (O'Hara's) as a genuine toast to the Irish. And, besides, it is a little-known fact that all the Guinness Extra Stout and Harp found in the U.S.A. is brewed in Canada, making those beers as Irish as Rocky and Bullwinkle. Diageo also manufactures near-beer abominations such as Smirnoff Ice.

The giant has recently announced the closures of their breweries in Dundalk and Kilkenny, and a downsizing of the historic St. James's Gate brewery in Dublin. Beer manufacturing will be transferred to a new purpose built factory complex outside Dublin, but the net result of the shuffle will be job losses and a fast buck made by the sale of valuable land.

Diageo controls the Desnoes and Geddes Brewery in Jamaica, known for brewing Red Stripe lager, which is listed among Diageo's brands below.

Ratings

Each beer has been given a rating from one to five which should be interpreted as follows.

- * Bland, one-dimensional, or tasting of cheap adjuncts – unenjoyable. Not recommended.
- ** Nothing special but may be worth trying if nothing better is available.
- *** Good, recommended.
- **** Great, highly recommended.
- ***** Exceptionally good, very highly recommended.

Ratings are based on personal taste although, in certain instances, outside evaluations have been used when a particular beer has not been sampled by the author/webmaster.

{S} after the beer name denotes seasonal availability.

- **Brewed in Canada**

Guinness Extra Stout (aka Original) (5.0%) *** < - DRY STOUT - > – A black stout with some mellow roasted notes.

Harp Lager (5.0%) ** < - STANDARD LAGER - > – Ordinary industrial lager from Canada, Irish in ancestry only. Golden and quite refreshing, though boring and somewhat watery.

- **Brewed in Ireland**

Kaliber (0.1%) * < - LOW ALCOHOL BEER - >

Guinness Draught (4.2%) ** < - DRY STOUT - > – Ubiquitous dark brown (yes, not black) dry stout laboriously served with nitrogen for the cosmetic creamy head. Some pleasant roasted aspects feature, but the beer is thin-bodied and a world away from the cask 'stout porter' once brewed by Arthur Guinness.

Smithwick's Irish Ale (5.0%) *** < - IRISH RED ALE - > – Mild-mannered amber ale from (at the time of writing) Dundalk.



- **Brewed in Jamaica** (Desnoes & Geddes, controlled by Diageo)

Red Stripe (6.2%) * * < - STANDARD LAGER - > – Jamaican lager prone to light damage ('skunking') when bottled in clear glass. Otherwise refreshing but very so-so.

Dragon Stout (7.5%) * * * < - FOREIGN EXTRA STOUT - > – Pitch black Jamaican beer, malt sweetness is prominent with some chocolate and cherry notes coming through.

SEE BEER MENUS FOR AVAILABILITY (EXTERNAL LINK)

<http://www.beermenus.com/breweries/diageo>



CELEBRATING ST. PATRICK'S DAY?
Be aware that Harp Lager and bottled
Guinness Extra Stout are from **CANADA**,
not Ireland, and are both products of a
BRITISH corporation (Diageo).

THE GOTHAM
IMBIBER
New York City's Online
Grassroots Beer Resource
www.gotham-imbiber.com

This page is written by Alex Hall, and is updated to August 2009.

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