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IRISH DISTILLERS GROUP PLC

Row Street Distillery, Smithfield, Dublin 7 Telephone 01-872 5566. Facsimile 01-872 3109. Telex 32504.

Via telefax

Mr. Padraic MacKernan,
Secretary,
Department of Foreign Affairs,
80 St. Stephen's Green,
DUBLIN, 2.

8th January 1996

Dear Padraic,

This is to advise you that, at its meeting last Tuesday evening, the San Franciscan Board of Supervisors adopted a motion urging San Franciscans not to purchase Old Bushmills Irish Whiskey. I attach a copy of the Motion, which we received through The Sunday Business Post who had been sent it by a Mr. O'Neill who is a stringer of theirs in San Francisco.

Naturally we are taking action with our importers, Brown Forman Distillers, to try and prevent any damage to Bushmills in San Francisco which is a key market for that brand. I also attach a copy of the statement which we prepared hurriedly last Friday evening in response to The Sunday Business Post contact.

I would appreciate any help and advice which you may be able to give us. I understand that we have a Consul in San Francisco who I am sure is taking an interest in this as it was reported in the local press there - again I attach a copy of an article which was in the San Francisco Examiner.

Yours sincerely,

RICHARD BURROWS.



A Member of
Groupe Pernod Ricard

Directors: Richard Burrows (Chairman and Chief Executive), Leo Crawford, Thierry Jacquillat (FR), J. F. Killeen, P. C. Kilroy,
Sir Desmond Larimer (UK), Patrick Ricard (FR), E. Taddenio (IT).

Registered in Dublin, Ireland. Number 5121. Registered Office: Row Street Distillery, Smithfield, Dublin 7, Ireland.

415 681 8734

FROM : O. NEILL SAN FRANCISCO

PHONE NO. : 415 681 8734

Jan. 04 1996 09:32AM

URGING SAN FRANCISCANS TO NOT PURCHASE OLD BUSHMILLS IRISH WHISKEY, A PREMIER FLAGSHIP EXPORT FROM THE NORTH OF IRELAND, BECAUSE OF THEIR ONGOING PRACTICE OF EMPLOYMENT DISCRIMINATION AND HARASSMENT AGAINST CATHOLICS.

WHEREAS, Unlike Black Bushmills Whiskey, which is produced in Cork, Old Bushmills Irish Whiskey is produced at a distillery in the village of Bushmills, North County Antrim; and

WHEREAS, The distillery employs 130 employees of whom are Catholic, and it has never employed a Catholic in over 200 years, with the exception of a Catholic secretary in 1992, who quit after six months of sustained harassment; and

*** WHEREAS, The Fair Employment Commission supported her complaint of religious discrimination to the Fair Employment Tribunal; the company made an undisclosed sum to the complainant and no Catholic has been employed since; and**

WHEREAS, Job discrimination and economic inequality continues to be the single most persistent and pervasive underlying cause of conflict in the North of Ireland; and

08 JAN '96 12:04

P.4

25/01/96 12:30

SUNDAY BUSINESS POST + 8725984

NO. 227 P002

415 681 8734

FROM : O. NEILL SAN FRANCISCO

PHONE NO. : 415 681 8734

Jan. 84 1996 09:33AM

WHEREAS, The British government continues to proclaim its commitment to eradicating discrimination, while insistently opposing any form of effective affirmative action measures - including the Mac Bride Principles for Fair Employment; now therefore be it

RESOLVED, That the San Francisco Board of Supervisors urges all San Franciscans to not purchase Old Bushmills Irish Whiskey, a Premier Flagship Export, from the North of Ireland, because of their ongoing practice of employment discrimination and harassment against Catholics.

John Maher Irish American Democratic League.

Oliver Kearney Belfast Equality Group

STATEMENT ON BEHALF OF THE OLD BUSHMILLS DISTILLERY COMPANY IN
RESPONSE TO SAN FRANCISCO BOARD OF SUPERVISORS MOTION OF 2
JANUARY 1996.

The Old Bushmills Distillery Company established in 1608 is the oldest whiskey distillery in the world and currently employs 111 people of whom 15 are seasonal employees. Old Bushmills produces Old Bushmills, Black Bush whiskeys and Bush Malt in Bushmills, Co. Antrim. Employee levels have been stable in recent years in spite of expansion of operations at Bushmills. Automation and rationalisation, in common with the distilling industry elsewhere, have reduced production employee numbers, while seasonal workers who man the Visitors Centre have increased.

The company has a very stable workforce and labour turnover is low. However over the past five years our employment statistics confirm that of the total number of 49 employees recruited, 27% were from the Roman Catholic community and 69% from the Protestant community. The number of Roman Catholics employed reflects the balance in the population of Bushmills and its North Antrim hinterland.

The Company has always wholeheartedly embraced and adopted all elements of recommended best practice in the area of recruitment and has applied them rigorously. All sections of the community are afforded full and equal opportunity of employment and are considered solely on the basis of merit.

Our existing Employment Opportunities Policy at Bushmills was drawn up in accordance with the Fair Employment Commission guidelines and reflects best practice clearly outlining that 'we are an equal opportunities employer and welcome job applications from all section of the community'.

Specifically it is incorrect to state that 'Bushmills has never employed a Catholic in over 200 years'. Bushmills currently employs Roman Catholics and has done so for sure since it became part of Irish Distillers in 1972. For the period prior to this, no records exist.

We have no record of the alleged harassment of a secretary in 1992. The FEC confirmed today that it also has no record of the particular allegation made in the motion.

Old Bushmills very much regrets the action of the San Francisco Board of Supervisors and will be contacting their representatives at the earliest opportunity to seek a meeting to address the inaccurate and unfair view of employment practice at Bushmills.