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**Reference Code:** 2021/50/149

**Creator(s):** Department of Foreign Affairs

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Bushmills

### Update on the Boycott of Bushmills Whiskey

I spoke to Kieran Tobin, Marketing Director of Irish Distillers, concerning the boycott of Bushmills whiskey in San Francisco. Tobin had just returned from the United States. He made the following points ;

- The boycott has been a failure from a commercial point of view. It has not affected the sales of Bushmills whiskey on the West coast. On the contrary, there has been a rise in the sales figures for the area.
- The threatened demonstration against the company to coincide with the Saint Patrick's Day march in San Francisco failed to materialise.
- The letter of support from SDLP leader, John Hume, has been very helpful in countering attacks on Bushmills.
- There has been, so far, a distinct lack of enthusiasm in other Irish centres outside San Francisco to become involved in the boycott. Apart from a small flurry in Denver, Colorado, the whole boycott "scene" has become very quiet.
- The Company still wish to see the boycott threat lifted. The United Irish Societies in San Francisco wrote to the company and the local Irish Distillers agent replied to their letter. The local agent supplied material on the company's fair employment practises in the North. Despite this information, the United Irish Societies decided to support the boycott.
- The company are not planning any further moves as they have made the commercial assessment that the boycott, even if it spreads to the East coast, will have little or no effect on sales.

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Anglo-Irish Division reason to  
29 March 1996

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