

GUINNESS



The Guinness Storehouse was initially built as a **fermentation plant** for St. James' Gate Brewery in 1904. In 1988 it was closed, and a decade later, in 2000, it was transformed into a **seven-floor storehouse** open to the general public.

Discovering Guinness Storehouse

You'll be welcomed by an enormous pint glass atrium as you walk through the Guinness Storehouse entrance. On the ground floor is housed **a copy of the original brewery lease** signed by Arthur Guinness in 1759 for 9,000 years.

A little further along is a noteworthy exhibition about the beer's four ingredients. It is surprising to learn that by simply combining **water, hops, yeast and barley**, Guinness's distinctive stout is made.

Accompanied by your audio guide, you'll visit the first floor and learn about the black beer making process. The old machinery once used in the brewery is kept in a large room, including a **mill, a still and a giant wooden barrel**.

The Storehouse also includes an interesting exhibition on how the beer was once transported, when the casks were carried on barges along River Liffey. An area of the museum is destined to the skillful coopers, a **very sacrificing but extremely important profession**.

The second floor features the history of Guinness advertising. One of the most memorable campaigns dates from 1916 when thousands of bottles with their messages inside were thrown into the sea. Years later, bottles were still being found.

On the third floor, visitors can test their knowledge about alcohol with various types of interactive games. On the next floor, you'll learn about the history of the building from 1904 to 2000, when it was transformed into a tourist attraction.

Next, **visitors will pour a pint of Guinness** and given a diploma that recognizes their skill. A section dedicated to John Gilroy shows the publicity campaigns that he created from 1930 until 1960.

The seventh floor houses the Gravity Bar, an enjoyable bar with great views of Dublin where you'll be handed a free pint of Guinness stout.

Two curiosities

The harp was registered in 1876 as a Guinness company trademark. When the Irish government wanted to use the instrument as a national symbol, they were forced to reverse the image.

The idea of the world-famous **Guinness World Book of Records** was thought of by the Managing Director of the Guinness Brewery.

Symbol of Ireland

Guinness's iconic black beer is world-famous. While visiting Dublin, you'll have the opportunity to **discover the company's enigmatic history** and learn about their beer making process with interactive and visual exhibits and always accompanied by an audio guide.

