

SALES FOLDER

O'DONNELL
MOONSHINE



O'DONNELL
TOUGH NUT
MOONSHINE

25% vol. 50 proof 700 ml

Soft and velvety moonshine liquor with the sweet taste of hazelnuts, caramel and nougat. Moonshine was illegal alcohol produced during the Prohibition. Those days gave rise to a variety of gurglers, bootleggers and bootlegging. We bring back a taste of those lawless days with a pure blend spirit distilled using traditional techniques and bottled in original Moonshine jars.

O'Donnell Moonshine Ltd. 30-32 Little Laver Street Nottingham, N1 6NU	Liquor Enjoy responsibly odonnellmoonshine.co.uk
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Our History



Illegal alcohol produced during the American Prohibition was called Moonshine. In 1919, the production and sale of alcohol in the United States was prohibited, but both continued to take place in secret. Liquor was distilled illegally on farms and bottled in inconspicuous mason jars.

The sale of moonshine was then left primarily in the hands of notorious smuggler gangs. Our namesake, Spike O'Donnell, was one of the most famous leaders of the South Side O'Donnell Gang (based in Chicago) at the time. We bring the taste of the old days back to the 21st century.

The Idea



AUGUST PHILIP

O'Donnell Moonshine was founded in 2014 by August and Philip in their own living room. Grippled by the history of Moonshine during their road trip through America, they decided to bring the idea of the iconic product back with them. Back home, they developed a recipe and started building the company to turn the idea of German Moonshine into reality. Visually O'Donnell Moonshine is traditionally based on the American Moonshine of the 1920s, including the iconic mason jars.

Key Facts



Team:
+ 120 Employees



Bottles sold:
+ 2,6 Mio.



Honored:
5 Awards in 2023



Offices in:
DE, UK, AT & NL



Goal for 2024:
+19%



Community:
+ 170.000 Fans

Our Moonshines



Tough Nut - 25% vol.

**HAZELNUT
CARAMEL
& NOUGAT**



Our Pouring Lids
create the perfect
drinking experience

Our Moonshine is manufactured with great care and is vegan friendly as well as allergen free. To show our commitment to our planet we furthermore ensure that our products are plastic free and encourage the upcycling of our empty jars.

Our liqueurs are available as 700ml, 350ml, 50ml and 20ml jars.

We bottle our Moonshine in traditional glass mason jars, making it a high-light in every spirits cabinet and just like all O'Donnell products, they are reusable.

Sticky Toffee - 25% vol.
IRRESISTIBLE
 RICH AND SMOOTH
 CARAMEL



High Proof - 50% vol.
**STRONG AND TRIPLE
 DISTILLED**
 THE AMERICAN MOONSHINE
 TRADITION



O'DONNELL
 MOONSHINE

Wild Berry - 25% vol.

SWEET & FRUITY

RASPBERRIES, BLACKBERRIES
AND CURRANTS



Very Cherry - 20% vol.

NATURALLY GOOD
FRUITY CHERRIES WITH
LIGHT VANILLA NOTES





Blood Orange - 20% vol.

FRUITY & FRESH
LIKE FRESH ORANGES
AS PICKED STRAIGHT
FROM THE TREE



Passionfruit - 20% vol.

TROPICAL FRUIT
FLAVOURS MEET
SMOOTH MOONSHINE



Aperitivo - 20% vol.

BITTER MEETS SWEET
MADE WITH SELECTED
HERBS & FRESH CITRUS FRUITS

O'DONNELL
MOONSHINE



Macadamia - 20% vol.

EXOTIC & NUTTY
DELICATE FLAVOUR
WITH A PLEASANT
SWEETNESS



Roasted Apple - 20% vol.

WARMING
APPLE, CINNAMON,
VANILLA AND ALMONDS



Cookie - 20% vol.

DELICIOUSLY SWEET
NOTES OF CHOCOLATE,
VANILLA & CARAMEL



Tough Nut Cream - 17% vol.

RICH HAZELNUT & SMOOTH CREAM

The flavour of real hazelnuts, rounded off with fine notes of smooth caramel and creamy vanilla to create a Moonshine experience like never before. The first ever cream liqueur by O'Donnell Moonshine, this flavour has opened up a whole new category in our range with boundless opportunities for more!

O'DONNELL
MOONSHINE

Cocktails



Horse's Neck

Ingredients:

- 5 cl Tough Nut
- 3,5 cl Cognac
- 2 drops Angostura
- Ginger ale to top up
- Garnish: Orange

Recipe:

Pour the Tough Nut into a tall glass, then add ice and all the other ingredients and top up with ginger ale.

Garnish with fresh orange peel to finish.



VERY CHERRY COLA

Ingredients:

- 6cl Very Cherry
- 1 cl lime juice
- Cola to top up
- Garnish: Lemon

Recipe:

Put a handful of ice cubes in a highball glass, pour in a generous measure of O'Donnell Very Cherry and a dash of lime juice.

Top up with the cola of your choice and stir. Lemon on top as a garnish, simple, done.

OUR HIDDEN TREASURES!

Micro shots that pack a big flavour!



O'Donnell Shots

O'DONNELL
MOONSHINE

Our Sets

MICROSET

16 x 20 ml
Tough Nut



MINI-GIFTSET

4 x 50 ml
Seasonal Giftsets available



GIFT-SET

700ml
& Pouring Lid



Bootlegger Equipment

But it goes far beyond drinking. The moonshine lifestyle would not be complete without high-quality shot glasses, leather coasters, our iconic pouring lid, hip flasks, and much more.





Point of Sale Impressions

Our Moonshines look best in a rustic setting. Materials with a natural feel such as old wood are just as good as vintage furniture.

Others also put in a lot of effort with vintage canisters, honouring our Moonshine ancestors. You don't have to worry about elaborate decorations. Our O'Donnell jars are already eye-catching on every shop floor.





**WE CAN'T WAIT TO HEAR
FROM YOU!**

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**DISCOVER
YOUR REBEL
SPIRIT**