

From: [REDACTED] (CAB-HOGAN)
Sent: Thursday 21 April 2016 16:12
To: CAB HOGAN ARCHIVES
Subject: FW: Protect Irish Whiskey Campaign
Attachments: mime-attachment.gif

[REDACTED],

For registration and invites table please.

Muchas gracias.....

[REDACTED]

From: TYNAN Tom (CAB-HOGAN)
Sent: Thursday, April 21, 2016 1:56 PM
To: [REDACTED] (CAB-HOGAN)
Subject: FW: Protect Irish Whiskey Campaign

For ARES [REDACTED] and invites list.

Thanks

Tom

From: RYAN Dermot (CAB-HOGAN)
Sent: Thursday, April 21, 2016 1:53 PM
To: TYNAN Tom (CAB-HOGAN)
Subject: Fwd: Protect Irish Whiskey Campaign

Tom

Could you put this into the system ? Could be something for ten minutes in Dublin someday.

Thanks

Dermot

Sent from my iPhone

Begin forwarded message:

From: [REDACTED] >
Date: 21 April 2016 at 20:23:53 GMT+9
To: <Dermot.RYAN@ec.europa.eu>
Subject: Re: Protect Irish Whiskey Campaign

Hi Dermot

Thanks so much for getting back to me so quickly.

We are definitely flexible on the date and nature of the event. What is envisaged at this stage is a photocall with the Commissioner and some key industry players and our legal advisor [REDACTED].

Essentially what the campaign involves is the Irish Whiskey Association launching a Protect Irish Whiskey information leaflet. This will form part of broader work being done to protect and promote the integrity of Irish Whiskey against misleading products or marketing that may intentionally or unintentionally mislead consumers to believe a product is Irish Whiskey.

I can forward you on a draft PR launch plan later today or first thing tomorrow with further information.

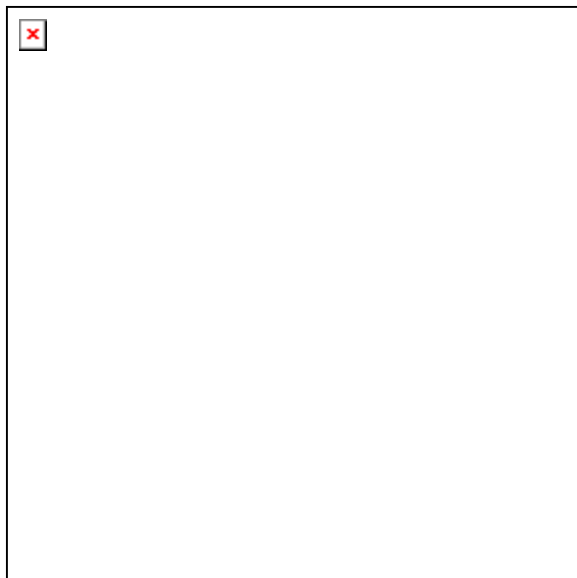
Many thanks

[REDACTED]

PS. Hope you get home from China in time for Punchestown!

[REDACTED]

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From: <Dermot.RYAN@ec.europa.eu>
To: [REDACTED]
Date: 21/04/2016 11:30
Subject: Re: Protect Irish Whiskey Campaign

Hi [REDACTED]

Good to hear from you.

Leave that request with me and I'll see what we can do. We're away at the moment and he's doing a lot of travelling in the next two months.

Are you flexible on the date and the nature of the event ?

Thanks

Regards

Dermot

Sent from my iPhone

On 21 Apr 2016, at 19:06, [REDACTED] "
[REDACTED]" > wrote:

Dear Dermot

Lovely to meet you over in Brussels in March.

I was wondering what is the possibility of getting Commissioner Hogan to launch our Protect Irish Whiskey campaign over in Dublin in the coming weeks?

The Irish Whiskey Association would be both greatly honoured and greatly appreciate if this was something that the Commissioner could possibly do.

If there is any possibility of this could you please advise me as to what steps I need to take to further this matter.

Kindest regards

[REDACTED]

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<mime-attachment.gif>

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[attachment "ATT00001.gif" deleted by [REDACTED]
[REDACTED]/IBEC_Notes]