



## **GUINNESS STOREHOUSE ANNOUNCES €16 MILLION EXPANSION PLAN**

### **PANORAMIC GRAVITY BAR TO DOUBLE IN SIZE**

**13 July 2017:** Today the multi award winning Guinness Storehouse announced details of a €16 million expansion plan which will see the iconic Gravity Bar double in size. With its spectacular unparalleled panoramic 360 degree views over the city, Dublin's highest bar has proven to be a highlight for the 16.5 million people who have visited the Guinness Storehouse since it opened in 2000.

Upon completion, the expansion will enhance the visitor experience, allowing the Guinness Storehouse to continue to provide a world-class tourism product, providing visitors with an immersive Guinness experience and a warm welcome to Dublin. Subject to planning permission, it is hoped that construction will commence in 2018 and will welcome visitors by 2019.

**Speaking at the announcement, Paul Carty, Managing Director, Guinness Storehouse said;** "The Guinness Storehouse has become part of Dublin. It is the number one visitor attraction, and is a must-see and must-do experience; celebrated by the staff, by tourism in Ireland and by the people of Ireland. Staying ahead of the game, innovating and constantly investing has enabled us to provide a world-class experience of one of Ireland's most iconic brands with huge international demand. We are now excited to reveal the next chapter of the Guinness Storehouse, the expansion of the magnificent Gravity Bar."

The innovative plans announced today involve the creation of a new 360 degree space, which will directly link to the original Gravity Bar forming a unique, spectacular, panoramic space, which can hold up to 500 people at any one time, doubling the current capacity. The good news for visitors is that the Guinness Storehouse and existing Gravity Bar will remain open as normal during the construction period.

In addition to the expanded Gravity Bar, the Guinness Storehouse Hub, a new facilities building, directly adjacent to the Guinness Storehouse building is also included in the plans. This three storey building will provide additional space for the Guinness Archives one of the world's most remarkable archives, chronicling the history of Guinness over a long 257 years, along with retail storage and employee hub.

The €16 million investment in the Guinness Storehouse further demonstrates Diageo's commitment to the Liberties area of Dublin and the St. James's Gate site. It follows the announcement earlier this year of the launch of new premium blended Irish whiskey, Roe & Co. in the former Power Station at St. James's Gate. The total project investment for Roe & Co is planned at €25 million over three years.

“This is an enormously exciting step in future-proofing the Guinness Storehouse. We are very proud of its success and our expansion plans are devised to enhance the experience that we offer to our visitors who come from all over the world to learn more about the iconic Guinness stout, savour amazing food in our restaurants and experience the best views of the city and surrounds from Gravity Bar”, **continued Mr. Carty.**

Since first opening its doors to the public in 2000, the Guinness Storehouse has made a significant contribution to Ireland’s tourism sector and economy.

**Commenting on the announcement, Paul Kelly, CEO, Fáilte Ireland, the National Tourism Development Authority said;** “This is a very exciting development for tourism in Dublin and a great vote of confidence in the future of the tourism sector from the Storehouse and Diageo. Compelling visitor experiences are central to attracting tourists to our shores and, to stay competitive and grow visitor numbers, it is imperative that we continuously improve our country’s suite of visitor attractions. The Guinness Storehouse is one of Ireland’s leading attractions and an iconic destination which almost everybody who comes to Dublin will seek out and I very much welcome today’s development – it’s great for tourism and it’s great for Dublin.”

Housed in the heart of St. James’s Gate, Dublin, the Guinness Storehouse was born of an ambitious plan to build a brand new ‘Home of Guinness’ through a €42 million redevelopment of a 113-year-old former Guinness fermentation plant. Over the past 16 years the Guinness Storehouse has continually been enhanced, developing its visitor experience to exceed consumers’ expectations. Recent years have seen the Guinness Storehouse open an exciting new food experience, Guinness and Food, and the Guinness advertising exhibit, the world’s most unique and innovative celebration of Guinness advertising.

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### **About The Guinness Storehouse**

The Guinness Storehouse tells the story of one of Ireland’s most iconic brands, Guinness. Visitors from Ireland and abroad, discover what goes into making each and every pint, learn about the incredible brand history stretching over 250 years, its iconic advertising, as well as a tasting like no other. The experience unfolds across seven floors, including the highlight for many visitors - the famous Gravity Bar, where visitors can enjoy unparalleled panoramic 360<sup>0</sup> views of Dublin city.

Get the facts. Be Drinkaware. Visit [drinkaware.ie](http://drinkaware.ie).

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