

Going global with Guinness

by Anansa Jacob

GUINNESS, the world's top international premium black beer, has certainly come a long way from when it was first brewed by Arthur Guinness almost 250 years ago.

The Irish brewer probably never imagined how the beer that bears his name would grow into one of the globe's most recognisable brands.

With over 10 million glasses of this iconic brew sold around the world on a daily basis, there's never been a better time to take a global tour to check out some of the best establishments renowned for serving up a frosty pint of Guinness Draught.

It's always best to start at the beginning, and for Guinness, that would equate a sojourn into the very heart of Ireland – Dublin – to the birthplace of Guinness at the world-renowned St James' Gate brewery.

Spanning over 60 acres, the St James' Gate Brewery is a monument to all things Guinness and the home of the Guinness Gravity Bar.

Located on the top floor of the Guinness Storehouse, this legendary bar offers a stunning 360° panoramic view of Dublin, just the perfect view to savour as you wait for the trademark surge of a freshly-poured pint of Guinness Draught to settle before enjoying its smooth, creamy texture and instantly recognisable taste.

Just across the border in London, there is another top Guinness-pouring establishment. The Toucan Bar certainly fits the bill though, with a distinctly Guinness theme running throughout this outlet, from its name all the way to the many Guinness and toucan memorabilia throughout the premises.

In case you didn't know, the name of this bar is in honour of the iconic bird that featured in many award-winning Guinness advertisements.

With such solid Guinness credentials, perhaps it's no surprise that more Guinness is sold here daily than any other place in London. In fact, on one memorable day, sales of Guinness reached a rate of one pint every 4.5 seconds!

On the other side of the Atlantic Ocean in Wisconsin, USA, there stands another Guinness-loving establishment, aptly named House of Guinness.

Calling itself the most authentic Irish pub outside of Ireland, this establishment takes its Guinness Draught very seriously, and visitors to the pub are given the chance to practise the Guinness two-part pour to ensure that they know how to pour the perfect pint.

Also enhancing the Irish connection, there is a rotating roster of over 20 authentic Irish bands playing at the House of Guinness on weekends making this renowned pub a favourite for locals and visitors alike.

In the East, in Shanghai, tourists flock to the first traditional Irish pub in Asia, O'Malley's. This cozy double-storey pub sells the most amount of Guinness in the whole of China.

With its traditional décor and mellow ambience, this popular establishment has another claim to fame – its trademark Guinness and steak pie. Served piping hot with chips, this is by far the most popular dish in the pub and it's not hard to see why.

Having spanned the globe in search of the top places to enjoy a freshly-poured pint of Guinness, it is clear that wherever in the world you are, you're never very far away from the alluring malt and caramel aroma and dry roasted bitterness of a Guinness Draught.

Amplifying the experience for you, selected bars and pubs in the Klang Valley, Penang and East Malaysia will be offering drinkers an unbeatable culinary experience with the Guinness Draught Food Pairing promotion, where the inimitable taste and aroma of Guinness Draught is perfectly matched with a variety of bar foods.

