



The Ultimate Guide
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CELEBRATE THE SPIRIT OF IRELAND IN KENYA



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Pernod Ricard

NOT FOR SALE TO PERSONS UNDER THE AGE OF 18 YRS.
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TEXT
SONI ADRIANCE

LUCK OF THE IRISH



We sat down with **Rob Scannell**, current ambassador of the entire Irish whiskey portfolio at **Pernod Ricard**. Born and raised in Cork, Rob shared thoughts on how he's going to be celebrating St Paddy's Day!

Do you personally identify with Irish culture?

At times. I think Irish people become even more patriotic when we go abroad. For such a small country [with a population of 5 million] we have a really large reach: we have a national holiday that's celebrated globally. The more I've been abroad the more I resonate with Irish culture; when I go back home I appreciate it more.

Tell us a bit about Irish culture in general?

The best way I've heard it described was especially around St. Patrick's Day, "It's the celebration of the attitude, not just the place". The Irish attitude is what's made us famous globally. We'll go anywhere, chat to anyone. We don't necessarily open the world's biggest businesses but can you tell me any country that doesn't have an Irish pub in it? People who've visited Ireland tell me that what's resonated with them most is how friendly the people are, how welcoming they are, how many free pints you might get on a night out.

What does St. Patrick's Day mean to you?

It's funny because in Ireland, depending on the day of the week St. Patrick's Day falls on, [the reaction] can be "Oh my god no, it's St. Patrick's Day. I need to be in work today and I don't want to be."

To me, it's a celebration of a lot more than St. Patrick's Day. It's a lot more than celebrating the patron saint. It's a celebration of the people of Ireland and the impact we have had globally.

What's your favourite memory of the holiday?

It was probably my first St. Patrick's Day abroad. I was in China and it was really surprising to me that they celebrated [it]! At home, we kind of got used to certain elements of the day that you don't skip: you go for the parade, then go back to work (or don't), then pub, pub, pub, sleep, breakfast, pub. There's multiple Irish bars in Shanghai and they were going to put on their own parade, which eventually got can-

celled because the Chinese government felt like our parade was going to be a protest. After that the whole Irish community in Shanghai got together and celebrated anyway.

How do you find each other?

You go to Irish pubs! Honestly, every country has an Irish community or Irish society that has a chairman that people can get in touch with.

Who runs it here?

A guy called Jack O'Reagan.

How does March 17th play out in Ireland.

Depends on the age bracket. Parents, unless they have a younger kid, probably avoid the parade. Most people meet up with friends then go see some music. Most bars in Ireland will have a live band play [...and] lot of companies or brands do surprise gigs. Irish music is incredibly infectious, you can't not dance to it. If it goes right, it has an energy that'll get the whole bar on their feet. There'll actually be an Irish band here on the 17th; the Irish embassy is bringing them.

If you walk into a pub in Ireland on St. Patrick's Day, even if there's no one ordering, there's someone pouring drinks. Glass after glass, stacking the pints because the second people start coming in, they're all gonna go.

Any particular drinks you drink on St. Patrick's?

Personally I'll drink an Irish whiskey or Irish whiskey cocktail. In general we try and avoid the whole 'green beer' thing. Stouts take a big leap in terms of sales on St. Patrick's, but the trends in Ireland are really changing. The cocktail bars fill out, they do special packages with their cocktails.

(Check out some cocktails you can make at home on page 10!)

What're some cliches that happen globally to celebrate St. Patrick's that, for an Irish man like yourself, feel cringeworthy?

Green beer. The leprechaun thing kind of

annoys me at times. It came from myth and just got absorbed. There's so many things about St. Patrick's Day that got taken on by America. Also, that everyone gets blind drunk and fights. We drink, but Irish people are incredibly friendly. We like to enjoy our nights and make other people's nights better, especially on St. Patrick's.

Now that you're in Kenya, how will you celebrate?

Because of the nature of my job, it's important to be seen almost everywhere that is doing something on St. Patrick's Day. There'll be something with Irish embassy on the 17th, then there's an afterparty at J's. The Tav has something going on sponsored by Jameson and the Irish society is having a ball on the 18th in Muthaiga. I'm keeping my eyes open for things going on.

A few fun facts about St. Patrick's Day:

St. Patrick's Day is the celebration of the patron saint of Ireland, Saint Patrick, a Welshman credited with bringing Christianity to Ireland.

St. Patrick was a monk dressed in blue, we just 'greenified' him.

The clover is synonymous with St. Patrick because he used it to represent the trinity, since Ireland is full of shamrocks.

The first St. Patrick's Day parade was held in New York City in the 1700's. There was a large Irish population and the tradition moved from New York to Ireland.

The shortest parade in Ireland is 32 seconds, in Carrigaholt in Clare. It starts in a pub, they cross the road and go to another pub and that's the entire parade.

The shortest St. Patrick's Day parade is in Arkansas, in the U.S. it's 98 feet! It's just the length of the street... Around 30,000 people go every year.



Here's our handy guide of where to go, what to eat, do and see during St. Patrick's in Nairobi.

WINGS SPECIAL

Cocktails and Wings at Privee!

To celebrate St. Patrick's Day, Privee will offer a wings special on St. Patrick's Day weekend. Buy a plate of wings and get a free cocktail of your choice.

Location: Privee

Date: March 17th and 18th



GREEN BEER

Toast to the greenified saint with Brew Bistro beers

At both the Ngong Road and the Westlands branch, Brew Bistro will be serving their usual delicious, freshly brewed beer but with a special twist- a hint of green. There will also be different offers on different menus.

Location: Brew Bistro Ngong' Road and Westlands

Date: March 17th and 18th



WEEKEND EXTRAVAGANZA

Irish music and deals on tasty food at Purdy Arms

Enjoy the St. Patrick's festivities in collaboration with Tullamore D.E.W. including a traditional Irish band, the England-Ireland Six Nations rugby game, a beer bucket at Kshs 1200, a salon steak for Kshs 1300 and Guinness marinated ribs at Kshs 1300.

Location: Purdy Arms

Date: March 17th and 18th



FUN & GAMES

Get competitive at the Curragh!

Curragh something for everyone: green beer starting Tuesday the 14th, a Pub Quiz night on the 17th, Flip Cup championship on the 18th and a "Pot o' Gold" treasure hunt and children's menu on Sunday.

Location: The Curragh

Date: 14th- 19th

WHISKEY & PLATTERS

Share a bottle and a platter of food with friends at The Tav

Have some green beer or a traditional Irish whiskey on offer for the day. Plus, for Ksh 5,500 you can get a bottle of Jameson, mixers and a wings platter or Ksh 4,500 for a bottle of Famous Grouse and a platter!

Location: The Tav

Date: March 17th



CANAPES & COCKTAILS

Delight in tasty welcome canapes and surprise cocktails at Kengeles!

Kengeles will have tasty welcome canapes including their mouth-watering Guinness marinated ribs for Ksh 1,300, Guinness beer buckets for Ksh 1,200 and surprise St. Patrick's Day cocktails for revelers.

Location: All Kengeles

Date: March 17th

EXPLORE



EXPLORE DUBLIN

If ever you're in Dublin for St. Patrick's Day, here's a few recommendations of what that you can experience, explore and discover in the city.

GREENING THE CITY

In celebration of St. Patrick's Day, witness some of Dublin's iconic buildings, venues and spaces be illuminated in green light. Take a stroll through the city at night and see Trinity College, St. Patrick's Cathedral, The Convention Centre and more light up!

ST. PATRICK'S FESTIVAL PARADE

If you're in Dublin over St. Patrick's Day you can't afford to miss the annual parade. "Ireland You Are..." is the theme for the 2017 Festival Parade which weaves through the heart of the city.

FESTIVAL CÉILÍ

Get your dancing shoes on and join the world's largest outdoor céilí, a celebration of traditional Irish dancing, folk music and singing. Learn the steps, enjoy traditional live music and soak up the atmosphere on the streets of Dublin.

JAMESON DISTILLERY

Jameson Distillery Bow St. is an Irish whiskey tourist attraction located just off Smithfield Square in Dublin, Ireland. Jameson Distillery Bow St. is the original site where Jameson Irish Whiskey was distilled until 1971. Check out this historical site and sip some Jameson while you're at it.

GUINNESS BREWERY

Enjoy the authentic taste of this Irish stout. Be sure to book your brewery tour in advance as this experience is really popular over St. Patrick's Day. The tour will take you through the process, a tasting and even has a rooftop bar!

HOP ON HOP OFF TOUR

While you're in Dublin, get to know more about the city outside of St. Patrick's Day. Joining a Hop On Hop Off tour will allow you to see the city and learn a bit about it's history while you're at it.



Celebrate
 <<< **ST PATRICK'S DAY** >>>
the Irish way



Triple **DISTILLED** *Triple* **BLENDED** *Triple* **CASK MATURED**

TULLAMORE
DEW
The Legendary
IRISH WHISKEY

Not for Sale to Persons Under the Age of 18.

SODA BREAD

Ingredients

1 cup unbleached all-purpose flour, plus more
for kneading surface
3 cups whole-wheat flour
2 tsp baking soda
1/2 cup rolled oats
1 tsp kosher salt
2 cups buttermilk

Method

Preheat the oven to 220 degrees C.

In a large bowl, whisk together the flours, baking soda, oats and salt. Pour in most of the buttermilk and mix well, adding more buttermilk if needed, to form a soft dough.

Once soft, place dough onto a floured surface and lightly knead into a shapeable dough.

Avoid overworking the dough. Shape the dough into a round disk shaped loaf and cut a deep "X" in the top with a sharp knife. Put the dough on a parchment lined baking sheet and bake for 7 minutes at 220 degrees C. Lower the oven temperature to 190 degrees C and bake another 20 to 25 minutes. Remove the bread from the oven to a cutting board. Cool slightly before cutting and enjoy warm!





IRISH SHEPHERD'S PIE

Ingredients

- Tbsp olive oil
- 1 tsp black pepper
- 1lb ground beef
- 1 large onion, finely diced
- 3 - 4 large carrots, finely diced
- 1 cup frozen peas
- 3 - 4 sprigs fresh thyme, finely chopped
- 2 tbsp flour
- 1 tbsp butter
- 1 glass red wine
- 2 tbsp tomato paste
- 2 tbsp Worcestershire sauce
- 1 cup chicken stock
- 1 large quantity mashed potatoes (estimating 6 cups, fresh or leftover)
- 1 egg, beaten
- Grated parmesan cheese (optional)

Method:

- Preheat oven to 200°C.
- Saute carrots in the olive oil until they start to get tender.
- Add in the onions and saute for a minute or two then add the meat.
- Season with black pepper and thyme.
- Cook until browned then drain fat.
- Add the butter and peas.
- Sprinkle with flour and stir through.
- Add tomato paste, wine and Worcestershire sauce.
- Let this reduce slightly then add the chicken stock. Allow to reduce down until you have a thick meaty gravy. Season to your taste.
- Remove from heat. Grease an ovenproof dish with butter and add the sauce.
- Spoon or pipe the mashed potatoes over top.
- Brush with egg and sprinkle with Parmesan cheese if using.
- Bake for about 20 minutes or until the potato is nice and browned on top.
- Serve as is or with some crusty bread to mop up that yummy sauce!



DIY COCKTAILS

If you're looking to experiment with some cocktails in honor of St. Patrick, we have you covered with these four easy recipes to make at home!



Irish Breakfast

- 60ml banana-infused Jameson
- 60ml fresh squeezed orange juice

Method

Slice 2 ripe bananas and place into a clean glass jar with an airtight lid.

Pour half of a 750ml bottle of Jameson into the jar with the bananas and close tightly. Let the mixture sit on the counter in a dark area and turn the jar gently once a day.

After 4 to 5 days, strain the banana slices using a fine mesh strainer and pour the whiskey through a coffee filter back into the jar. Refrigerate for up to 1 month.

Shake banana-infused Jameson and fresh orange juice on ice and serve in a rocks glass over fresh ice.



Copywriter

- 50ml Irish whiskey
- 10ml lemon juice
- 30ml dry vermouth
- 15ml honey syrup (equal parts honey and boiling water)

Method:

Add all ingredients to a shaker with ice and shake thoroughly. Top up a highball glass with ginger beer and pour the contents of the shaker into the glass. Garnish with lemon slice.



Dublin Sour

- 50ml Irish whiskey
- 20ml sugar syrup
- 25ml lemon juice
- 1 egg white (recommended)
- 10ml - 15ml Merlot or Cabernet Sauvignon

Method:

Add all the ingredients to a shaker with ice and shake thoroughly. Fill a rocks glass with ice and pour the mixture over it then add 10ml - 15ml of wine.



Apple D.E.W.

- 50ml Tullamore D.E.W. Irish whiskey
- Apple juice
- Lemon wedge

Method

In a tall glass filled with ice, add 50ml Tullamore D.E.W. Top with pressed apple juice. Garnish with a lemon wedge.

Pro-tip: Irish whiskey is always stylized with the "e". Laws regulating the naming of Irish whiskey have been in existence since the 1800s, with, for instance, law requiring that the whiskey be distilled in the Irish island and be left to mature for at least 3 years in oak casks.



"The Tav Irish Pub and Eatery is a rustic yet modern must visit for everyone looking for that authentic Irish experience complete with great food and drinks! Give us a try this St. Patricks season, green beer and traditional Irish whiskeys on offer!

Find us on the Ground floor of The Mirage on Chiromo Road, Westlands.

☎ 0726848444 [f](#) The Tav Irish Pub and Eatery [t](#) @TheTavIrishPub [i](#) @thetavke"



FRESHLY BREWED GREEN BEER ON TAP, ALL WEEKEND LONG

at Brew Bistro Rooftop Westlands
and Brew Bistro Ngong Road

Specials on Irish Inspired Tapas
Jameson Inspired Cocktails

A word from the Brew Master Aleem Ladak,

St. Patrick's Day is celebrated annually on March 17. The day honours the Patron Saint of Ireland, but celebrations are held around the world. Every year Big Five Breweries brews a special green beer, in honour of St. Patrick's Day.

This years craft brew is a "GREEN Lager" beer, a 100% malt traditional Bohemian style Pilsner, with a clean crisp finish and slight bitterness, with earthy, herbal and spicy notes from the world renown Saaz hops from the Czech Republic

Singing, dancing and a pint or two in hand - the Irish have

always known how to party and celebrating St. Patrick's Day in Nairobi is no exception. St. Patrick's Day at either of our Brew Bistro locations is a chance for anyone Irish at Heart to show the city the true meaning of the word 'craic'.

The secret is in the pint, we invite you to taste it this St. Patrick's Day, and we hope it brings the luck of the Irish to those who drink it.

Don't forget wear green!



Brew Rooftop, Westlands: 0705466836 / 0736568610

Brew Bistro, Ngong Rd: 0719648138 / 0731006068

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www.thebigfivebreweries.com



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