

Teeling Whiskey Company Ltd.

Jack Teeling is the Founder and Managing Director of Teeling Whiskey Company (TWC), an independent family business set up in 2012. As former Managing Director of Cooley Distillery (the company founded by his father, John Teeling), Jack has extensive knowledge and experience of the Irish whiskey industry. Jack is joined by his younger brother, Stephen Teeling (Sales and Marketing Director) and Alex Chasko (CTO) in growing TWC both in Ireland and abroad. Since the company's founding, TWC has received over 40 awards for its whiskies. Based in Dublin city, the TWC distillery and visitor centre should start distilling operations at the end of this month and open its doors to visitors in May 2015.



Teeling Whiskey Company Logo

*The CFB spoke with **Jack Teeling** about the importance of family in the business....*

Q: Did growing up in an entrepreneurial household influence you to pursue your own enterprise?

A: Yes and probably more than I am actually aware of. There were always new projects whirling around while I was growing up and I suppose I presumed this was the norm in business. We are also a very independently minded family and I always had a burning desire to do my own things even when I was working in our family business and as such when the opportunity arose to do this it was an easy decision for me to make.

Q: Are there any family values that have helped you in business, and if so, what are these values?

A: Resilience and hard work comes to mind as well as being able to deal with uncertainty. As my parents always said to us 'it doesn't matter how smart you are, people who succeed are the ones willing to work harder than everyone else'. Seeing first-hand how hard my grandparents and parents worked instilled a good work ethic in us growing up.

“Teeling whiskeys stay true to the family tradition of quality over quantity and our belief that it’s what is in the bottle that really counts.”

—Teeling Philosophy.

Source: teelingwhiskey.com



Jack Teeling

Q: What’s it like working with your brother, Stephen?

A: Good - there is a bond and trust with family members that is very hard to replicate with non-family members. I know he truly has the best interest of the business in mind at all times so it makes it much easier to delegate responsibilities and authority to him. In saying that at times the big / small brother dynamic sometimes comes into play which needs to be controlled to ensure a good working relationship.

Q: A Teeling family member from the 1800’s established a whiskey distillery in the Liberties, Dublin. What did this familial link to the past mean to you and your business?

A: Obviously it makes it a lot more meaningful for us. For me to be able to stand up and present our family brand as we try and do something a bit differently.

Q: Is the legacy of the Teeling Whiskey Company an important consideration for you?

A: Yes in particular as it has our family name associated with it. As such I see it more as a family legacy and I have the responsibility to try to ensure that in the future our family name will be synonymous with world class Irish whiskey.