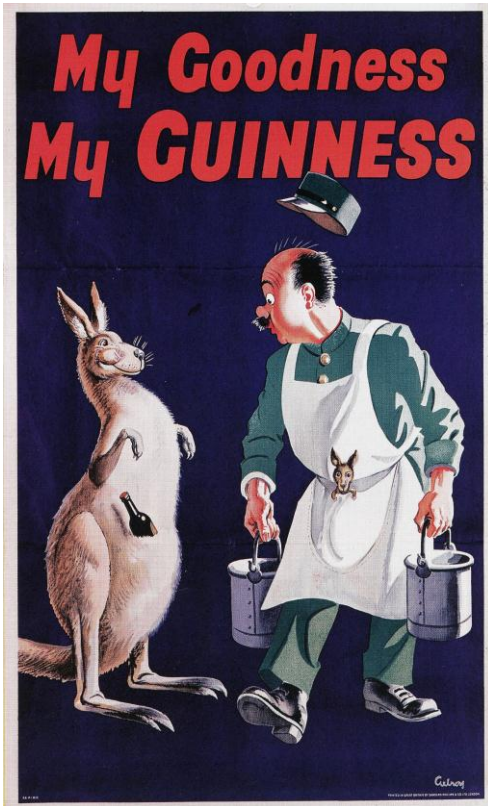


THE GUINNESSES

THE UNTOLD STORY OF
IRELAND'S MOST SUCCESSFUL FAMILY



Arthur Guinness 1725-1803

GUINNESS is one of the world's best-known brands but the family behind its success over two and half centuries is not so well known.

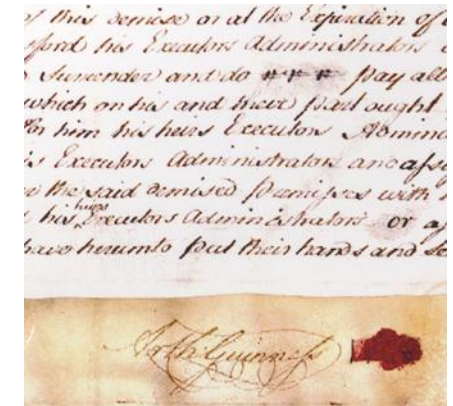
Although family members appear frequently in newspapers, usually associated with wealth, tragedy, or benevolence, those who ran the brewery were always highly protective of their privacy and very good at, literally, minding their own business. That was among the secrets of their success, along with the fact that they were adept at public relations and wealth management long before either became an industry.

The Guinnesses emerged from the scores of brewers in the wild-west atmosphere of mid-18th century Dublin to dominate the stout market in most of the English-speaking world. It required business acumen to do so but also political savvy, surviving in an Irish market in which politics and religion often trumped economic principles and in which they were on the "wrong" side of both.

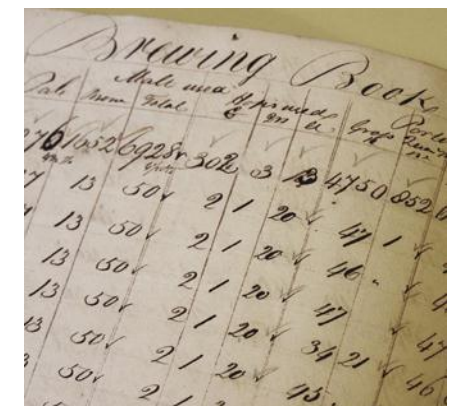
Their success allowed them to buy their way into the English aristocracy, accumulating numerous titles and playing significant roles in some of the major events of the 20th century. While the men dominated the business, the

"Golden Guinness Girls" finally burst upon society with their wealth and their looks in the 1930s and ended up with a long list of husbands and lovers.

Behind it all were tales of business luck, personal disasters, the odd scandal that never came to public attention, and financial scandals that did and that, ultimately, marked the end of their control of the company that bore their name. But they had held onto it for a remarkable seven generations, surviving wars, depressions, recessions and temperance campaigners along the way.



In 1759, Arthur Guinness signs a 9,000-year lease on a disused brewery at Saint James's Gate, Dublin



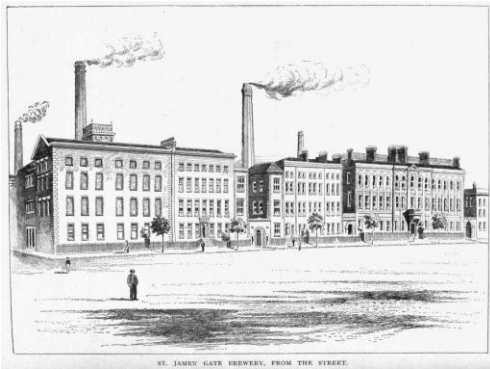
Brewing Book, 1799

A TALK BY

JOE JOYCE

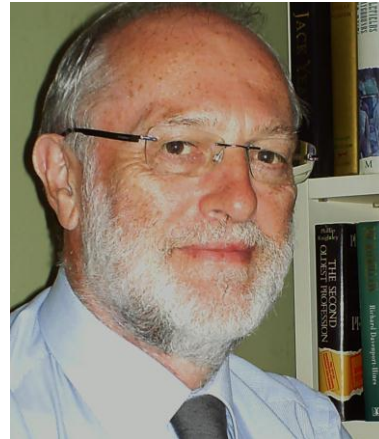
WRITER - PLAYWRIGHT - JOURNALIST

TUESDAY 12 FEBRUARY 2013
AT 20:00



Saint James's Gate Brewery, Thomas Street, Dublin

JOE JOYCE is an award-winning journalist, writer and playwright. A native of County Galway, he was a staff reporter with *The Irish Times* in Dublin and subsequently the Dublin correspondent of *The Guardian* in London. He has also written for a wide range of other newspapers, from *The Observer* to the *Los Angeles Times* and worked regularly in the 1980s for Reuters news agency.

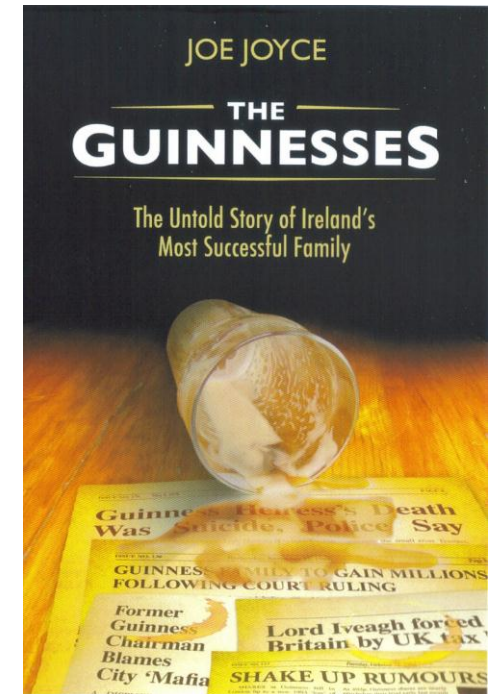


He is co-author with Peter Murtagh of *The Boss: Charles J. Haughey in Government*, first published in 1983, which is widely regarded as one of the best Irish political books of the last fifty years. *The Guinnesses: The Untold Story of Ireland's Most Successful Family* was published in 2009 to excellent reviews.

Joe is also the author of two thrillers, *Off The Record* and *The Trigger Man*, published in London and New York in the early 1990s and shortly to be available as ebooks on Amazon and other platforms. His play, *The Tower*, about James Joyce and Oliver St John Gogarty has been performed around Bloomsday in Dublin in recent years.

www.joejoyce.ie

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