NEWS RELEASE

# Cargo ships stout stateside in time for St. Patrick's Day

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Each year on March 17, St. Patrick’s Day brings with it parades, shamrocks and, of course, beer. The drink of choice? A cool pint of Irish stout. On an average day, Americans drink about 600,000 pints of just one particular brand of Dublin-based beer. But on St. Patrick’s Day, that number leaps to 3 million pints. Worldwide that number hovers around 13 million

That’s a lot of suds to move off the island of Ireland. With leprechauns booked solid this time of year, who makes that magic happen? The call came into the International Airline Marketing Group (IAM), which is responsible for more than 20 percent of all airfreight traffic from Ireland. The Irish team sprang into action to ensure expats and locals alike could enjoy their traditional tipple on the big day.

In fact, IAM was put in charge of moving more than 30,000 pounds of stout to be sold in Texas in time for the upcoming holiday. As luck would have it, IAM is American’s Airlines Cargo’s general sales agent in Dublin. So, the barrels were collected in Ireland and delivered by truck to American’s London Heathrow facility. On arrival, the operations team prepared the barrels for flight on American’s Boeing 777-300 widebody aircraft to Dallas/Fort Worth International Airport (DFW).

After the plane landed at DFW, a truck connection was organized so that the extra barrels of beer could be transported to Houston just in time for St. Patrick’s Day. Cheers!