**Beat: Lifestyle**

# JAMESON IRISH WHISKEY LAUNCHES HIS BBQ OFFER AT THE MARCHE POP IN PARIS

**TO MEAT LOVERS & JAMESON IRISH WHISKEY**

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**USPA NEWS -** This summer, Paris 12th Arrondissement welcomes a New Spot, "Marché Pop". The Huge Temporary Spot devoted to Healthy Diet and Wellbeing, Marché Pop expects People from June 6 to October 15, 2019 to unveil its incredible 5000sqm area, its 9 Counters, 3 Bars, its Open BBQ and its Playful Entertainments....

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* BBQ Alambic (From June 7) : you´ll find a selection of Irish meats, macerating in Jameson and cooked in the first still-shaped barbecue in France.
* Shed (June 13 to June 30) : a selection of Irish chefs will follow one another and offer you a food and cocktail pairing menu entirely cooked over a BBQ + Cooking Classes, Masterclasses.
* Open BBQ (From June 7) : for BBQ fans, go for the participative BBQ.
+++ Jameson Bar with on display all the Jameson Irish Whiskey and offering a selectiion of Cocktail Signatures.

Jameson is a Blended Irish Whiskey produced by the Irish Distillers subsidiary of Pernod Ricard. Originally one of the six main Dublin Whiskeys, Jameson is now distilled at the New Midleton Distillery in County Cork. Jameson is by far the best selling Irish Whiskey in the World. It has been sold internationally since the early 19th century. It is now available in over 130 Markets. Jameson is produced from a blend of Grain Whiskey and single pot Still Whiskey, which uses a mixture of malted and unmalted or "green" Irish Barley, all sourced from within a fifty-mile radius around the Distillery in Cork. The Barley is dried in a closed kiln fired by natural gas (formerly anthracite coal). This is in contrast to the traditional method used in some Scotch Whisky Distilleries, which fire the kiln with peat, adding a distinctive peat flavour.

Barbecue sauce (BBQ Sauce) is used as a Flavoring Sauce, a marinade, basting, condiment, or topping for Meat cooked in the Barbecue Cooking Style, including Pork or Beef Ribs and Chicken. It is a Ubiquitous Condiment in the Southern United States and is used on many other Foods as well. The Ingredients vary widely even within Individual Countries, but most include some variation on vinegar, tomato paste, or mayonnaise as a base, as well as liquid smoke, onion powder, spices such as mustard and black pepper, and sweeteners such as sugar or molasses. In the United States, Barbecue refers to a technique of cooking Meat outdoors over a Fire; often this is called Pit Barbecue, and the facility for cooking it is the Barbecue Pit. This form of cooking adds a distinctive Smoky Taste to the Meat; Barbecue Sauce, while a common accompaniment, is not required for many styles. Often the proprietors of Southern-style Barbecue Establishments in other areas originate from the South. In the South, Barbecue is more than just a style of cooking, but a Subculture with wide variation between Regions, and fierce Rivalry for Titles at Barbecue Competitions.

Source : Inauguration "Jameson Irish Whiskey BBQ" @ Marché Pop in Paris 12th Arrondissement on June 06, 2019

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