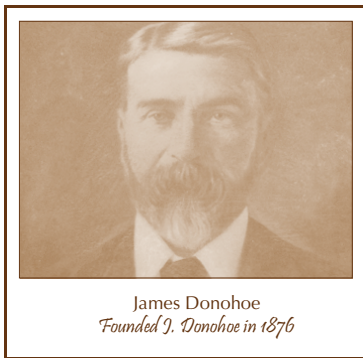


Some significant milestones in the J. Donohoe Beverages Group history:



Circa 1845

James Donohoe, son of a Kilmuckridge farmer, is born.

1860's

In his early twenties he emigrated to Australia and in the following six years developed a spirit which made him rebel against convention and a keen businessman.

Having acquired some capital, much experience and a young Australian wife, formally Miss Kathleen Elizabeth Poynting, James Donohoe made a decision in 1876 which later affected the lives of hundreds of people in Co. Wexford. He decided to return to Ireland. James Donohoe settled in Enniscorthy.

1876

Having taken charge of a business in Templeshannon following the sudden death of his brother, Myles Donohoe who ran a wholesale grocery and spirit stores, the firm of J. Donohoe was founded and a Mineral Water Factory was set up on a plot of wasteland rented for £14.00 a year.

The Slaney side location remains the site of the J. Donohoe Beverages Group head offices and state-of-the-art beverages manufacturing and distribution facilities.

1887

The business prospered and the celebrated 'Star' Mineral Water became well known in Wexford and the surrounding counties.

1890's

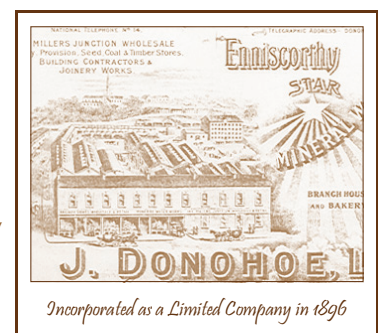
The encouraging results of his efforts prompted James Donohoe to extend his activities. He entered the Wholesale Ale and Porter trade and established Wine, Spirit and Grocery Departments.

At that time ales and familiar porters such as Guinness were bottled on site. Deliveries were effected by the old Dublin, Wicklow and Wexford Railway system and a fleet of twenty seven horses

1896

By 1896, Donohoe's was the largest general merchant in Enniscorthy. The firm had interests in the coal, corn, manure and seed trades, a saddlery and blacksmiths shop in addition to the bottling business.

Such was its success that the business was incorporated as a Limited Company in that year.



1901

The jennet had been replaced by a gas engine with considerable reserves of power and the familiar phut, phut, phut of its exhaust was a feature of the district in the early part of the century.

A sawmill and joinery works was established, and in the same year the hardware trade was tapped.



Patrick J. Kickham
Succeeded James Donohoe as
Managing Director in 1916

1916

In December 1916 James Donohoe died aged 71. By that time his shrewdness, integrity and untiring industry had earned for him the title of the "Prince of Merchants". How well he merited that title is evidenced by the extensive and flourishing concern with which his name is associated.

Patrick J. Kickham succeeding James Donohoe as Managing Director continued to develop the business. P. J. Kickham, an accountant from Tipperary, had joined the company five years before.

The Kickham family play a major role in the destiny of the firm to the present day.

1919

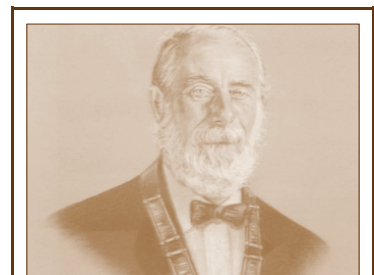
A powerful dynamo was installed (almost ten years before the inauguration of the Shannon Scheme and the E.S.B.) supplanting the old gas light and providing electric lighting throughout the entire premises. With the advent of electricity, the introduction of more sophisticated bottling equipment was possible.

1940's/50's

After World War II the Mineral Water and Wholesale Bottling plant was completely modernised with the installation of fully automatic lines for both soft drinks, carbonated and still beers.

1950

Following his death in April 1950, Patrick J. Kickham was succeeded by John L. Kickham.



John L. Kickham
Succeeded Patrick Kickham as
Managing Director in 1950

1957

In 1957 the company moved in to Waterford and Kilkenny with the purchase of Keily's of St. Stephen's Brewery, Waterford. This allowed for the extension of the Groups activities through the wholly owned subsidiary Patrick Keily & Sons (1957) Limited.

Big Brother brand launched.

1965

The production lines were replaced with units of greater capacity and a number of international franchises were added to the soft drinks portfolio.

1967

Bubble-Up manufacturing and distribution franchise procured.

1973

The company embraced computerisation with accounts and information systems being put in place.

1976

The manufacturing plant is re-equipped. The research and control laboratory was also re-designed and re-furnished to meet the technological needs of the day.



1981

Modernisation and extension of bottling facilities.

1985

Further modernization of bottling facilities in Enniscorthy.

Appointed as manufacturer of West Coast Cooler for the whole of Ireland by Irish Distillers Group

1987

Extension of storage facilities and modernization of packaging area at bottling plant.

1988/90

Further extension of the distribution section of the business was assured in west Waterford and Tipperary with the acquisition of two old and highly respected Dungarvan companies Thomas Power & Company in 1988 and M. J. Keane & Company in 1990.

1993

Expanded into the Spirit, Wine & Cream Liqueur blending and bottling business through the acquisition of the assets of Waterford Liqueurs from Irish Distillers Ltd.

The House of Donohoe Limited ISO 9002 accredited plant was established in Waterford to provide contract manufacturing and bottling services to Irish and export markets.

1997

The Enniscorthy plant was awarded ISO 9002 certification and certification under HACCAP regulations.

2006

De-merge and re-organisation of J. Donohoe Limited Group. The Drinks, Motor and IT businesses separated from each other, providing a key enabler for further growth in each business.

The J. Donohoe Beverages Group is formed.

2006

Expansion of tank and process areas in Enniscorthy, new QC laboratories opened.



2007

Extensive expansion of warehousing and bottling capacity in The House of Donohoe in Waterford.

2008

Heineken keg distribution agreement signed – the company now distributes kegs on behalf of Heineken Ireland across the South-East.

Patrick Keily & Sons (1957) Ltd. and Keane-Power & Co. move its operations to a modern purpose build wholesale distribution warehouse and offices at Lacken Road Business Park, Kilbarry, Waterford

2009

J. Donohoe Beverages Group open new Wholesale Distribution Depot in Carlow.