



THE
CASHEL PALACE

Bringing Guinness Home: Cashel Palace, the Godfather of Guinness, and The Merrion in Dublin, Trace the History of Guinness with New Five-Star Journey

A heritage-rich escape linking Ireland's authentic Guinness origins with five-star indulgence, inspired by Netflix's new show House of Guinness.



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Tipperary, Ireland (October 01, 2025): Cashel Palace and The Merrion, two of Ireland's most distinguished five-star hotels, are joining forces to unveil Houses of Guinness: A Grand Irish Adventure, a new luxury itinerary that traces the origins and legacy of Ireland's most famous brewing dynasty. Inspired by Netflix's hit drama House of Guinness, which premiered September 25, the journey carries travelers from the pastoral heart of Tipperary, where the Guinness story began at [Cashel Palace](#), to the Georgian elegance of Dublin's [Merrion Hotel](#), just steps from St. James's Gate, where the brand continues to thrive today.

Where the Guinness Story Began

The story of Guinness is often told from Dublin's St. James's Gate, but its roots run deeper into Ireland's heartland. When Archbishop Arthur Price was elevated to Archbishop of Cashel in 1732, a grand Palladian manor—today's Cashel Palace—was built as his residence. Among those he brought with him was his trusted land agent, Richard Guinness, whose duties included brewing ale for the household using hops from the Palace Garden and water from its well, both which still exist today.

It was in this role that Richard passed on his knowledge of brewing to his son, Arthur who was the Archbishop's godson, and was left £100 in his godfather's will. That same £100 was used to secure the 9,000 year-lease on the site of St. James's Gate brewery in Dublin in 1759.

It is for this reason that Cashel Palace is celebrated as the "Godfather of Guinness"—the true origin point of a brewing empire that would become synonymous with Ireland itself. Today, hops still flourish in the Palace's walled gardens, tended by Head Gardener Anthony Eagan, a living symbol of continuity between past and present.

A Journey in Two Acts: Tipperary and Dublin

In honor of this history and the release of Netflix's House of Guinness, Cashel Palace has partnered with Dublin's The Merrion Hotel to create an immersive four-night experience that retraces Arthur Guinness's footsteps. Guests begin their journey at Cashel Palace, where they will spend two nights in a Main House Suite. Each morning begins with a full Irish breakfast in the elegant dining room, while evenings unfold over extraordinary dining experiences: one night at [Mikey Ryan's Bar & Kitchen](#), the Palace's convivial gastro-pub known for its farm-to-fork flavors, and the other at [The Bishop's Buttery](#), the Michelin-starred restaurant housed in the manor's historic wing. Days are devoted to exploration, including a private "Godfather of Guinness" heritage walk through Cashel that culminates at the Rock of Cashel, followed by a stout and oysters tasting with a local historian, who brings to life the story of Archbishop Price's legacy and Arthur Guinness's vision.

Guests can raise a glass in the elegant [Guinness Bar](#), a fireside space that celebrates Cashel Palace's unique role in brewing history. Whether savoring a perfectly poured pint at the bar or settling into a deep armchair for a cozy evening, visitors are surrounded by the names of distinguished guests who have passed through the Palace over centuries, making each sip a toast to both Guinness and the legacy of Cashel Palace itself

The adventure then continues in Dublin, where guests will spend two nights in a Junior Suite at The Merrion, a bastion of Georgian grandeur created from four restored 18th-century townhouses. Here, the experience is both intimate and expansive: a full Irish breakfast each morning, and dinners in the light-filled [Garden Room Restaurant](#) and [The Cellar Bar](#), which is tucked into the hotel's original wine vaults.

The highlight of the Dublin stay is a private VIP tour of the [Guinness Storehouse](#), culminating in an exclusive Connoisseur Bar experience. In this intimate setting, guests join a small group for a guided tasting and storytelling journey that delves deeper into the origins and flavors of Guinness. Led by a Guinness beer specialist, the session explores the nuances, aromas, and distinct profiles of the brewery's most celebrated varieties, while inviting guests to share stories over beers crafted at St. James's Gate itself. The experience concludes with a hands-on lesson in the art of pouring the perfect pint, an enviable skill to take home.

For those wishing to deepen their connection to the dynasty, the experience can be enhanced with a private tour of [Farmleigh Estate](#), once the Guinness family's Dublin residence.

Chauffeured in Style

Throughout the itinerary, guests enjoy seamless transfers with Ireland Chauffeur Travel, specialists in bespoke journeys. A private driver-guide in a luxury Mercedes V-Class ensures ease, comfort, and insider storytelling. Services include:

- Luxury Mercedes V-Class (or similar)
- Four-day itinerary, including pick-up from Dublin Airport, transfer to Cashel, travel between hotels, and return to Dublin
- Personal driver-guide, fuel, tolls, parking, and concierge route planning

Package Details

- From €8,102 for two guests (excluding optional add-ons and airfare)
- Offer available from October 2025 to February 2026
- Subject to availability; blackout dates apply in December
- Customization and upgrades available upon request
- Book through participating hotels and travel partners directly.

To reserve Houses of Guinness: A Grand Irish Adventure, guests are invited to book directly with the participating partners:

- Cashel Palace: www.cashelpalacehotel.ie | info@cashelpalacehotel.ie
- The Merrion: www.merrionhotel.com | info@merrionhotel.com
- Ireland Chauffeur Travel: www.irelandchauffeurtravel.com | info@irelandchauffeurtravel.com

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About Cashel Palace:

Set within a magnificent Palladian manor, built in 1732, Cashel Palace has been meticulously restored to create a truly desirable destination hotel in the heart of Ireland and opened its doors in March 2022. Optimally located between town and countryside, the five-star property epitomizes the finest of Irish hospitality set in the shadow of the iconic Rock of Cashel in Tipperary. A proud Relais & Chateaux member, Cashel Palace's dining offering delivers a deep connection to the local Golden Vale. In 2023, Cashel Palace was awarded Best Hotel and Guesthouse Restaurant for the Bishop's Buttery in the Irish Restaurant Awards, and in 2024, the Bishop's Buttery proudly received a Michelin Star. Cashel Palace Hotel is one of the inaugural recipients in Ireland to receive Two Michelin Keys for 'Exceptional Stays' while being recognized in Conde Nast Traveler's Hot List and Travel + Leisure's It List. For more information, visit cashelpalacehotel.ie.

About The Merrion:

Situated in the heart of Georgian Dublin, opposite Government Buildings and just a short walk from St. James's Gate, The Merrion is one of Ireland's most distinguished five-star hotels. Created from four beautifully restored townhouses, The Merrion blends 18th-century grandeur with modern luxury. Home to the two-Michelin-starred Restaurant Patrick Guilbaud, as well as the intimate Cellar Bar and elegant Garden Room, the hotel offers a world-class culinary and cultural experience. With its priceless private art collection, serene spa, and legacy-steeped setting, The Merrion is the perfect base to explore Dublin's rich past and vibrant present.

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