



# THE GUINNESS STOREHOUSE INGREDIENTS EXPERIENCE

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**CLIENT**  
Diageo Guinness Storehouse

**Dalziel  
& Pow**



## EXECUTIVE SUMMARY

The Guinness Storehouse, Ireland's number one tourist destination housed in the iconic St James Gate complex, has been the home of the world's most iconic beer for over 25 years. **Over 1.6 million visitors come each year**, many of whom have never previously tasted Guinness and who know little about the brand; the Storehouse is a brilliant space to educate and change brand perception. The Guinness Storehouse is a self-guided experience, whereby visitors travel up through a pint-shaped void through multiple experiences, ending at Dublin's highest bar with unrivalled views across the city.

Each experience is optional, and the Storehouse aims to provide a high-quality visitor experience, increasing dwell time and changing people's view of the brand.

The Ingredients Experience is the first part of the experience, bringing to life the four natural ingredients of Guinness – Barley, Hops, Water, Yeast. The Ingredients Experience had not been updated since Storehouse first opened, with previous feedback on the space outlining that it had become tired, offered little inspiration, was frequently skipped and was giving an off-brand message. The central cascading water feature was seen as noisy, causing many visitors to turn back and exit before completing the space.

Instead, Guinness Storehouse wanted to create a new space and story which connected and inspired visitors with the real-life stories and people behind our ingredients supply. The aim was to engage visitors in the continued legacy of Guinness's commitment to sourcing quality ingredients and the work that continues to be done to secure this into the future. The outcome was that visitors would leave knowing that Guinness is made with natural ingredients which are sourced in a sustainable way in balance with nature.

The goals of the Ingredients Experience redesign were:

- **To improve visitor perception of Guinness being committed to sustainability from 7% to 15%.**
- **To improve Net Promoter Score (NPS) of the Ingredients Floor by 10%.**
- **To increase the percentage of visitors who enjoyed the Ingredients floor the most from 2% to 10%.**

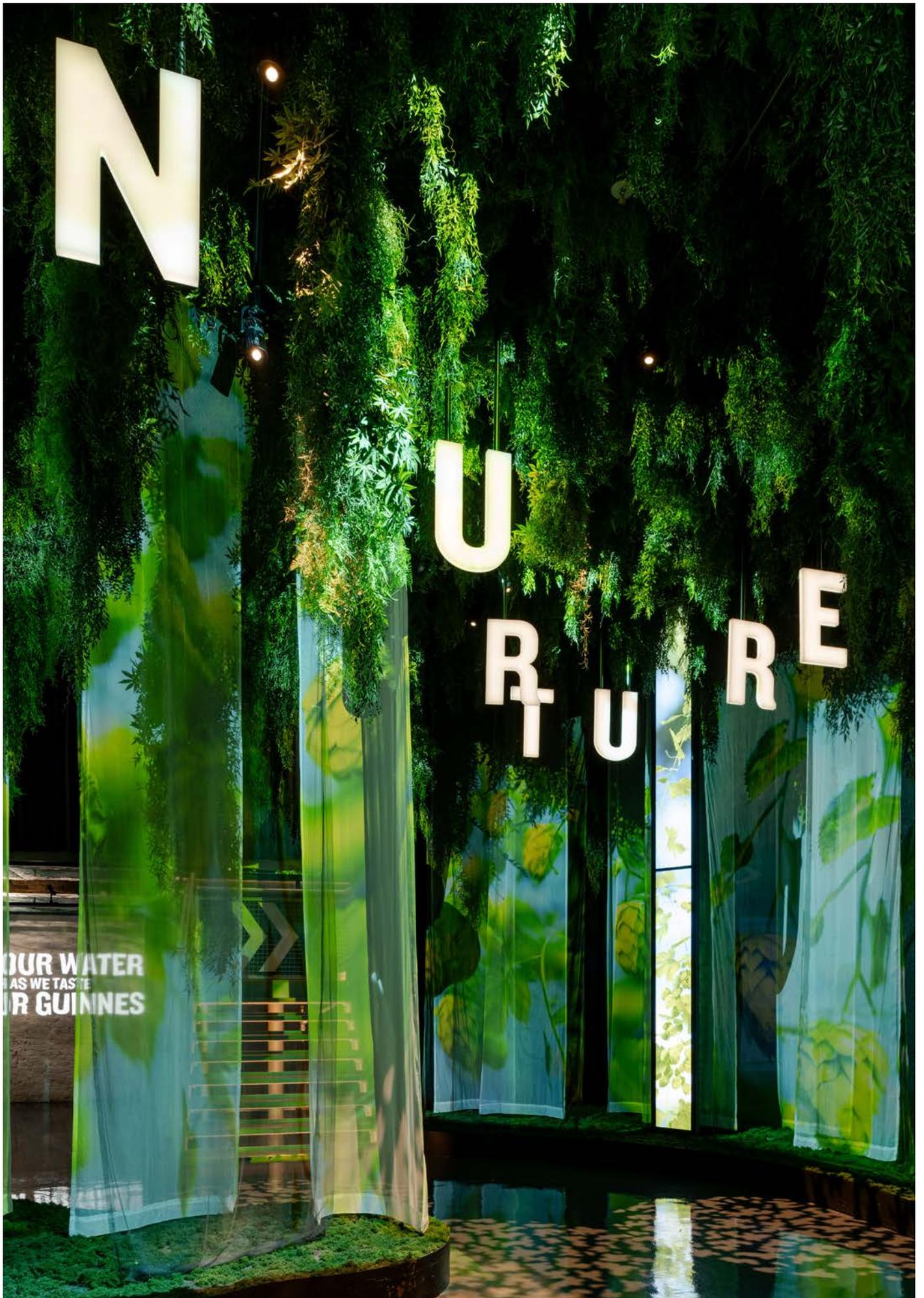
The strategic concept of Ingredients Experience was “In Harmony with Nature”, reflecting Guinness’ commitment to sustainability using artistic installations, vibrant sensory experiences and utilising the iconic industrial backdrop of Storehouse. Across the design, Dalziel & Pow used actual ingredients, bespoke scents, custom soundtracks, a real barley field and a world-first water curtain installation. The end result balances human-scale visual and auditory components with dramatic flair.

The results have significantly exceeded our expectations:

- **Improved visitor perception of Guinness being committed to sustainability from 14% to 24% (vs 15% target).**
- **Improved Net Promoter Score (NPS) of the Ingredients floor by 26% (vs 10% target).**
- **Increased the percentage of visitors who enjoyed Ingredients floor the most from 2% to 40% (vs 10% target).**

The Ingredients Experience is a free-standing experience within Guinness Storehouse, no specific marketing was undertaken to promote the space. Visitor numbers were broadly the same before-after the change, so the Guinness Storehouse associates all of the improvement in perception to the redesign.





## DESCRIPTION AND KEY FACTS:

The Guinness Storehouse, located in the heart of St. James's Gate Brewery in Dublin, Ireland, is an immersive visitor experience dedicated to the iconic stout. Housed in a seven-story building, the Storehouse is currently celebrating its 25th year. Once inside, visitors embark on a self-guided journey, learning about the brewing process, the history of Guinness, and its impact on Irish culture.

Within the Storehouse, Dalziel & Pow created a world-class sensory and immersive experience which brings Guinness's four simple ingredients - Barley, Water, Hops and Yeast - to life through a series of interconnecting installations, taking Guinness Storehouse visitors on a magical journey that incorporates all five senses. The Ingredients Experience, launched in Dublin in March 2024, adopts natural ingredients, bespoke scents, custom soundtracks and even a world-first water installation, resulting in a powerful spatial design.

The Ingredients Experience cinematically reveals the real faces and stories of the farmers, brewers, and experts who care for the raw ingredients, connecting visitors with the creatives and craftspeople behind Guinness.





## MARKET CONTEXT AND PROJECT BRIEF:

- **The business objective was to create a one-of-a-kind space for Guinness Storehouse visitors, that educated and engaged consumers on the Guinness ingredients origin story and processes.**
- **The environmental objective was to educate visitors Guinness's sustainability initiatives and commitments.**
- **The societal objective was to create an experience that is accessible for all visitors, no matter where they sit on the sensory spectrum.**

Dalziel & Pow aimed to push the boundaries of experiential design by incorporating multiple senses into one powerful experience that left visitors with an insight into the ingredients, craftsmen and core values behind Guinness. The aim was to craft a living, breathing space that leaves an emotive and positive resonance with visitors and acts as a seamless journey to the next part of Guinness Storehouse experience.

The Ingredients Experience is intended to transport visitors from the hustle of modern Dublin to four unique spaces that are calming, dramatic and uplifting; each one evoking a powerful feeling. The work amplifies the unique character of each specific ingredient whilst sharing stories and insights into the people who care for these ingredients day in day out. The environmental design decisions are largely centered around reflecting the wild nature of rural Ireland and its beautiful landscapes.

By incorporating sensory design into the experience, Dalziel & Pow ensured that those with auditory or visual impairments were still able to experience the space with impact. The Guinness Storehouse remains fully accessible and is accredited as autism friendly by the charity AsIAM.

## DESIGN SOLUTION:

Dalziel & Pow elevated the benchmark for experiential design by crafting a magical journey for visitors that uses a powerful combination of digital integration, raw materials, bespoke scents and custom soundtracks. Unfolding across four distinctive yet interconnecting installations, each space engages consumers with the unique character of a specific ingredient.

Elements include a field with 1,000 sqm of real Barley, harvested by one of Guinness's 3rd generation Barley Farmers in Co. Laois, transporting visitors into rural Ireland and facilitating an experience of standing in a real Barley field. A world-first 14m water curtain uses water drops to tell stories of provenance and production.

The project transcends the boundaries of the original brief by bringing the strategic concept 'In Harmony With Nature' to life via a living, breathing space that leaves an emotive and positive resonance with visitors and acts as a seamless journey to the next part of the Storehouse experience. A curated balance of impactful scale and high-tech digital tactility delivers surprise and delight.





The design concept was founded on the conception that Guinness is farmed, not just brewed. The design is based almost entirely on cultural insights from Guinness' own Irish farmers, practices and minerals, reminding consumers that despite having an immense global reach, the ingredients are homegrown, nurtured and selected with care. The creative response to the challenge innovatively brings the space to life across all senses.

The target audience was extremely diverse, with the project welcoming fans, non-fans, locals and tourists alike. Therefore the space was designed to captivate the attention of visitors, with moments of delight and magic, whilst also remaining fully accessible (the Guinness Storehouse is accredited as autism friendly by the charity AsIAM).

Dalziel & Pow heroed the existing industrial shell of the Guinness Storehouse by designing the installations to be freestanding, accentuating the current features of the space, including an original brewing vat. Dalziel & Pow used curtains to softly divide the space and create a sense of reveal for each ingredient, with curved walls and forms to guide the visitors on a journey through the experience.

## RESULTS AND OTHER INFLUENCING FACTORS

The space was meticulously designed to successfully cater upwards of 1000 visitors an hour, with the team employing the use of crowd simulation software to test the impact of each design decision. The outcome of this project is a space that is highly engaging and impactful, allowing a seamless flow of visitors through the space without anyone feeling rushed in their experience.

There is a major focus on people throughout this project; not only consumers but also the farmers, brewers and experts who care for the raw ingredients. Via the use of digital integration, their narratives are cinematically shared. Technology is also heavily integrated with the story, working harmoniously to activate the senses and bring the ingredients to life.

The work has significantly improved visitor engagement, with **70% of posts tagged on Instagram taken of the ingredients space. Meanwhile post re-opening net promoter scores have increased 26% and propensity to drink Guinness has increased 8% in comparison to pre-closure.**

**Interestingly pre-visit, only 14% of people associated GSH with sustainability. This jumps to 23% 48 hrs after their visit and increases to 24% after 4 weeks.** While Guinness Storehouse doesn't have pre-closure data for the Ingredients Experience, it appreciates that this significant boost in positive perception can likely be attributed to the refurbishment.

Visitor feedback from Guinness Brand Equity Tracker in June 2024 found that **40% of consumers enjoyed the Ingredients Area most in their Storehouse Experience.**

Kathryn Wilson, Global Head of Design at Guinness said:

**“I BELIEVE THE NEWLY DESIGNED INGREDIENTS EXPERIENCE DELIVERS A WORLD CLASS VISITOR EXPERIENCE. THE IDEA, DESIGN AND EXECUTION ARE OF AN INCREDIBLY HIGH STANDARD AND CREATES AN IMMERSIVE, ENGAGING AND SENSORIAL INTRODUCTION TO THE INGREDIENTS WE USE AND OUR SUSTAINABILITY PRACTICES. THIS SPACE HAS BECOME A HIGHLY IMPACTFUL OPENING TO THE GUINNESS STOREHOUSE EXPERIENCE AND WE ARE THRILLED WITH THE STEP CHANGE IMPROVEMENT IN NET PROMOTER AND PERCEPTION SCORES AS A RESULT OF THE REDEVELOPMENT OF THE SPACE.”**



A quote from Catherine Keegan,  
Head of Innovation Irish Brand Homes states:

**“WE DIRECTLY ASSOCIATE THE IMPROVEMENT IN  
CONSUMER PERCEPTION OF THE GUINNESS  
BRAND WITH THE REMARKABLE DESIGN WORK  
UNDERTAKEN BY D&P.”**

Further key insights from December 2024 saw a significant increase in Guinness L4W (Last 4 Weeks) penetration post-visit to the Storehouse, with penetration rates rising from 51% pre-visit to 91% post-visit. This is broadly in line with the Summer wave and indicates how visiting the Storehouse has a positive impact on brand consumption.

Visitor’s perceptions of Guinness improved significantly after visiting the Storehouse. **Positive emotions towards the brand increased from 55% pre-visit to 68% post-visit. Quality perceptions also saw an uplift from 74% pre-visit to 82% post-visit.**

New audience acquisition data found that the Storehouse effectively attracts new audiences to Guinness, with **19% of first-time visitors trying Guinness for the first time, with a skew towards younger and female demographics.** This highlights the Storehouse’s role in reaching typically hard-to-reach demographics for Guinness.



# CREDITS

## AGENCY

Dalziel & Pow

## CLIENT

Diageo Guinness Storehouse

## EXTERNAL

Cod Steaks  
Fabrication and design mud  
wall & yeast models

Grandirosa  
Florists for the barley and  
hops Installation

Fountains & Features  
Water feature design and  
installation

Michael Grubb Studio  
Lighting Design

Aroma Co  
Scent Design

Echoic Audio  
Sound Design

Rockbrook  
Audio Visual

PMV Woodcraft  
Main Contractor

Iconic  
Signage Contractor

FESP  
Project Managers

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