



Laura Bonner
Founder and CEO at The Muff Liquor Company



Laura Bonner is the visionary Co-founder and CEO of **The Muff Liquor Company**, an award-winning craft spirits brand from the village of Muff in Co. Donegal, Ireland. Fulfilling a lifelong dream, Laura launched the company in 2017 with a focus on her family's tradition of distilling, strong ethics, a sense of humor with a twist of fun, and a firm devotion to a place that affords every bottle their unique, authentic taste.

As CEO, Laura develops the overall strategy for The Muff Liquor Company, alongside being responsible for bringing in new business, leading sales initiatives, dealing with existing customers, product innovation, and developing the brand's expansion. Team satisfaction is critical to Laura, and she prides herself on maintaining a productive and positive work environment. However, it's an all-encompassing role and she likes to think she's involved with everything surrounding The Muff Liquor Company!

Quick Background

Before founding The Muff Liquor Company, Laura graduated with a law degree from Dublin Business School and embarked on a highly successful real estate career in London UK,



eventually taking on a UK Sales Director role where she saw 300 employees across 17 offices. However, her dream of building her own distillery never left. Inspired by her grandfather's ingenuity and original Poitin recipes, Laura has aspired to make a difference in the village of Muff and her community where The Muff Liquor Company Experience is based today.

Under Laura's leadership she sought out some of the world's biggest stars to invest in her liquor company. She set a goal of getting Ed Sheeran involved; she visualized it and took all action possible to make it happen. She heard Russell Crowe was filming in Ireland and she made it her mission to get her delicious spirits into his hands. One sip of each spirit and he called her right away, they met and he was in, but he wanted to bring a few friends onboard too. Low and behold Russell brought Ed Sheeran, Jimmy Carr, Ronan Keating and a few others to join the business as The Muff Liquor Men. It wasn't all plain sailing as just before Laura landed these celebrities, she was in real danger of bankruptcy. The pandemic had decimated the fledgling business, Laura managed to keep it going by offering direct to consumer cocktail boxes which proved to be a firm favorite and kept them afloat until Laura landed the celebrities and their investment which allowed the company to grow and ultimately got them where they are today. Ready to take on the USA.

The Muff Liquor Company has earned international acclaim for its premium craft Irish gin and vodka, collecting numerous awards. In 2023, their vodka received the prestigious Double Gold at the New York World Wine & Spirits Competition (NYWSC), as well as Gold at the Spirits Business Vodka Masters Competition 2023. The Muff Gin was awarded the coveted Master Medal at the Global Gin Masters 2023. The Muff Vodka was Gold winner at the Spirits Business Vodka Masters Competition 2023.

Her pioneering work for The Muff Liquor Company has earned Laura numerous accolades including the Business All-Star award in 2018 and selection as a key spokesperson for the 'Back to Business' roundtable sessions with the Department of Foreign Affairs & Trade in 2019. In the same year, she was named Most Inspiring Ulster Businesswoman of the Year, and is also a respected member of 'Women in Business Northern Ireland.' In 2022, Laura was shortlisted as Entrepreneur of the Year by IMAGE Magazine and PwC at their Businesswoman of the Year Awards, in 2023 she won Handcrafted Spirits Leader in Western Europe and this year Laura was named International Entrepreneur of the Year overseas by Great Companies.

Laura's unwavering commitment to community development extends beyond her business success. She is dedicated to creating jobs and attracting tourism to the village of Muff, at the beginning/end of the longest coastal drive in Europe the "Wild Atlantic Way," ensuring her company not only delivers quality products but also contributes to the local economy. Additionally, for every bottle of Muff Liquor purchased directly from the website, they plant a tree to combat biodiversity loss and climate change. On September 18th, 2024, Laura and The Muff Liquor Company celebrated planting their fifteen thousandth tree.



With her sights set on expanding into the American market and opening a brand home experience with a shop, café, and bar, Laura continues to drive The Muff Liquor Company forward, embodying her dedication to family tradition and innovation.