

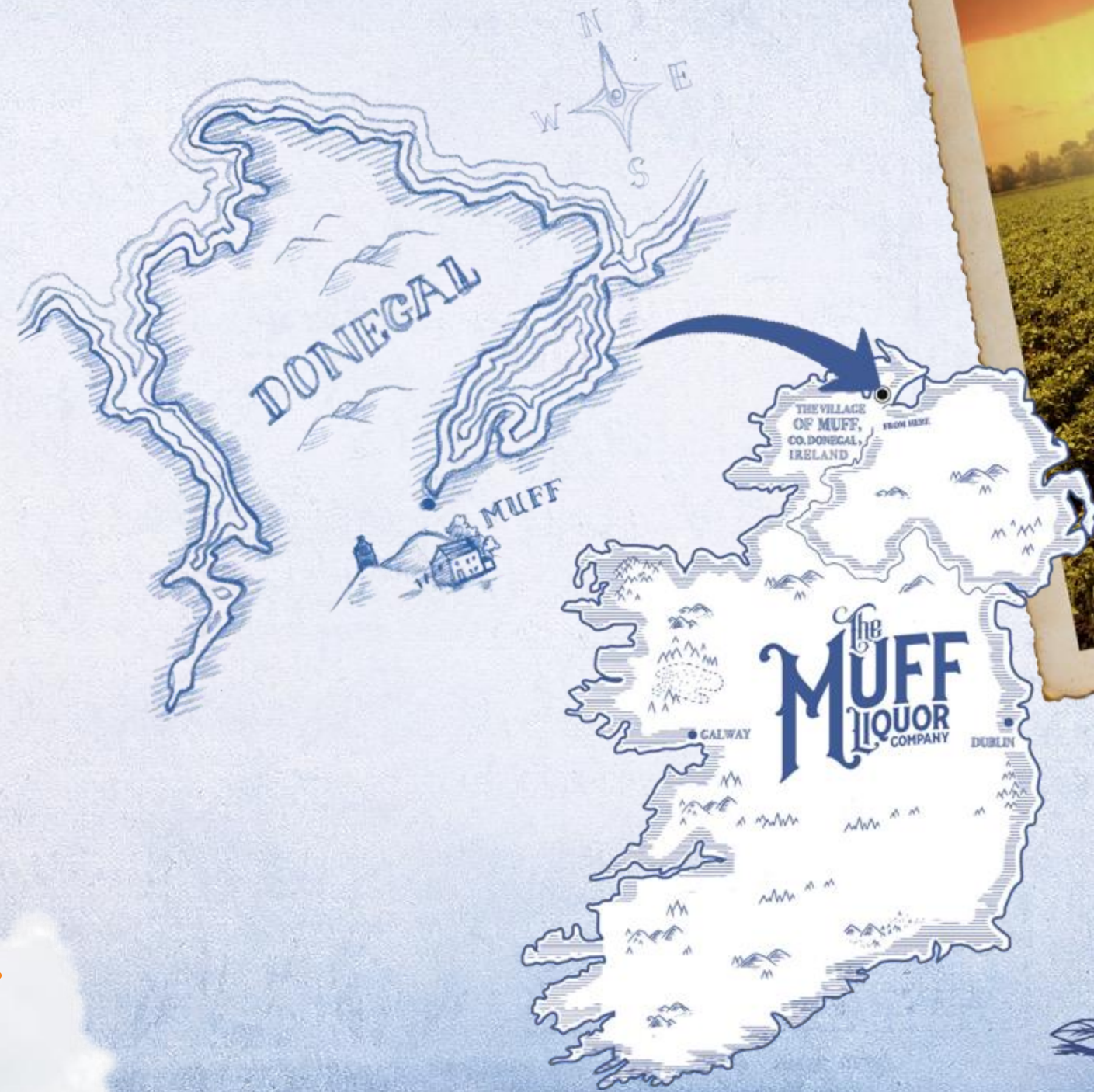


MUFF, THE MEANING. (It's a Place.)

We are The Muff Liquor Company, named after the town of Muff on the Inishowen peninsula in County Donegal, where our founder's grandfather, Philip McClenaghan, farmed the bountiful soil and started using potatoes to make his unique 'potion' using his own recipe and distillation process.



it's also where our brand home is.

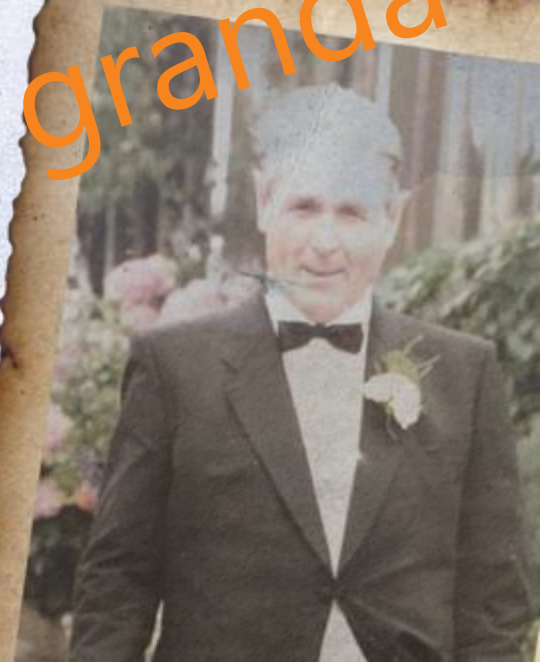


OUR HISTORY & INSPIRATION

Our co-founder Laura's grandfather, Philip McClenaghan is the inspiration behind our brand. A potato farmer who enjoyed experimenting with his crop, he developed the traditional Irish Poitín recipes upon which our spirits are based



granda



The
MUFF
LIQUOR
COMPANY

WOMENTM
OWNED

LAURA'S STORY

The legacy continues..

A proud native of Donegal hailing from the very shores upon which the company is based, Laura is the CEO, Co-Founder and original visionary of The Muff Liquor Company. An instinctive entrepreneurial mind with an uncompromising work ethic, Laura's knowledge and experience in the business world is vast. Having graduated with a Law degree from Dublin Business School, Laura embarked on a career in real estate that spelled success on a global scale.

Laura return home in late 2017 to continue her Granda legacy by establishing her own premium Liquor company centered around family tradition, quality local produce and a firm devotion to a place that affords every bottle of our delicious craft spirits their unique, authentic taste.



LAURA'S STORY

For her pioneering work in the establishment of The Muff Liquor Company, Laura won a Business All Star award in 2018 and was selected 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 a respected member of 'Women in Business'. In 2022, Laura was shortlisted as an Entrepreneur of the Year by IMAGE Magazine and PwC for Businesswoman of the Year Awards 2022 and rewarded Hand-crafted spirit leader in Western Europe 2023.



WHAT WE DO

The Muff Liquor Company
produces **award winning spirits**:
Muff Irish Whiskey, Vodka & Gin



Whisky
ADVOCATE

89
POINTS

CONSUMER BENEFIT:
better brand stories & experiences!

TRADE BENEFIT:
greater profits!



IRISH WHISKEY

Muff Irish Whiskey is a **5-part blend** of Irish Malt and Grain Whiskeys, each one bringing an individual element. These combine to give multiple layers of flavor on the nose, middle-palate and end of the tasting experience.

Blend #1

Irish triple distilled grain whiskey in a virgin cask will get a very dark color from the heavy char toasting and give sweet vanilla note

Blend #2

Irish triple distilled grain whiskey matured in ex-American bourbon casks will give a light, sweet note to the mix

Blend #3

Sherry matured triple distilled malt whiskey

gives a body to the drink

Blend #4

Double distilled Irish malt whiskey will have fruity-esters present

Blend #5

Peated triple distilled malt whiskey is again matured in ex-American bourbon casks and will bring a smoky flavor and long finish

Whisky
ADVOCATE

89

POINTS



Russell Crowe Loves....

The Muff Liqueur Co. Whiskey
straight up or in a Penicillin

Penicillin Cocktail

2 oz The Muff Liqueur co.
Whiskey

$\frac{3}{4}$ oz Fresh Lemon Juice

$\frac{3}{4}$ oz Honey-ginger syrup

Garnish: Candied ginger



IRISH VODKA

Crafted by using the **finest Irish potatoes**

Inspired by the old recipes of Granda McClenaghan. Muff vodka is distilled six times creating a crisp, clean liquid hand crafted by using the finest Irish potatoes.

The result is a premium vodka which is finely balanced with a creamy and earthy taste and a hint of vanilla on the nose.



Ed Sheeran Loves....

The Muff Liquor Co. Espresso Martini

1.5 oz The Muff Liquor Co, Vodka

1 oz Galliano espresso Liqueur

1 oz Espresso

Garnish: 3 coffee beans



IRISH GIN

While authentically **potato based** in nature, the Muff Liquor Gin also contains a carefully selected blend of natural botanicals



Prior to bottling, a Champagne extract is added to the gin at the end of the process.



Mandarin



Grapefruit
peel



Lemon



Elderflower



Rosemary



Juniper
Berries



Angelica



Coriander



KEY COMPETITORS GIN

\$34.99



SAME PRICE TIER & QUALITY
VS
CRAFT BRANDS



\$26



35% TRADE UP VS
MAINSTREAM BRAND

Market Insights:

- Gin is experiencing a resurgence, with a growing number of craft and premium brands entering the market
- Botanical diversity and unique flavor profiles are major trends

Category Insights:

- Premium and craft gins with unique flavor profiles are highly sought after
- The narrative around ingredients and craftsmanship

KEY COMPETITORS VODKA

\$34.99



SAME PRICE TIER & QUALITY
VS
“CRAFT” BRANDS



\$20



**+50% TRADE UP VS
“MAINSTREAM” BRANDS**

Market Insights:

- Vodka remains one of the most popular spirits in the USA
- Health-conscious consumers are driving demand for

Gluten-free options

Category Insights:

- Consumers are looking for brands with unique stories and premium ingredients
- Sustainability and ethical production practices are becoming more important

KEY COMPETITORS IRISH WHISKEY



Category Insights:

- Authenticity and tradition are key selling points
- Consumers appreciate transparency about the production process and origin
- Innovation in flavor profiles and aging processes is driving interest

Market Insights:

- American bourbon and Scotch whisky are particularly popular for their deep flavors and peat smokiness

BOTTLE DESIGN

Distinctive, visually memorable, 700ml bottle, wide front face to assist with brand visibility on shelf.

Specific segment colors to assist with easy identification

6 times distilled

Made from potatoes

Awards & expert recognition

Craft paper labels show authentic feel, secret notebook style upon which recipes were refined and perfected

Clear glass showcasing product

Etched, premium glass bottle

Cork, resealable with logo etched roundel



Illustrations to show tradition

Brand origin story on side, back of pack & inside print of label



‘Its that good, Russell Crowe wanted to invest in the business and told his good friends to join him’’

THE "MUFFMEN"

OUR CELEBRITY PARTNERS
125 Million followers combined

Our celebrity investors are a group of friends who believed in the brand so much, they chose to invest in us

and support our growth forward.

With significant successes in the entertainment industry, our celebrity investors are highly regarded and influential with consumers eager for their every recommendations.



russellcrowe ✓ 1.2M + 4M



rokeating ✓ 496K + 684K + 800K



jimmycarr ✓ 1.0M + 2.5M + 7M + 1.1M



teddysphotos ✓ 51M + 23M + 17.1M + 15.3M



MUFF BRAND HOME



PRESS



Muff Liquor's founder Laura Bonner crowned Global Irish Business Entrepreneur of the Year

Derry Journal

High spirits as comedian Jimmy Carr visits Muff Liquor Company's Brand Home



Irish Independent

Wednesday, July 3, 2024 | independent.ie

€2.60 (€1.80 in Northern Ireland)

Thousands more to be hit by Aer Lingus cancellations

Thousands of Aer Lingus passengers are set for more travel chaos today when the airline announces fresh cancellations for next week as the pilot industrial action

rumbles on. The cancellations are likely to be on a similar scale to those experienced this week, with 122 flights already axed between today and next Sunday.

Pilots are not expected to ramp up industrial action this week while a major bid is under way to end the disruptive pay row. Report: Page 2

A BEAUTIFUL FIND: CROWE VISITS DONEGAL VILLAGE



Hollywood actor Russell Crowe brought the border village of Muff in Co Donegal to a near standstill yesterday as the *Gladiator* star joined broadcaster Ryan Tubridy at the opening of a new Clm venture in which the pair are investors along with Ronan Keating and Ed Sheeran. Photo: PA Report: Page 3

News

Zamparelli back on RTE as she returns to host DWTS

Mother and her daughter (8) killed in Mayo road crash

A mother and her eight-year-old daughter have died after a car collided with a lorry on the N26 in Swinford, Co Mayo. The crash happened before 1pm yesterday in an area known as Caline, between Rosford and Swinford. Report: Page 6

Parenting

My five rules to manage your child's time on screens

DAVID COLEMAN, PAGE 8

Back a winner



Subscribe to Premium and get 2 tickets to Galway Races. Visit independent.ie/races for more.



Visit independent.ie/races for more.



Visit independent.ie/races for more.

Crowe, Keating and Tubridy bring star power to Muff

21 hours ago
By Mike McBride, BBC News NI



Russell Crowe, Ronan Keating and Ryan Tubridy visited Muff in County Donegal

The rural Irish village of Muff is an unlikely place for an Oscar-winning actor, a former

CELEBS ON IRISH WHISKEY DRIVE



Keating, Crowe and Tubridy are the new Muffia
HOST OF STARS INVEST IN BRAND

AWARD WINNING SPIRITS



IRELAND



THE TEAM



SHELF PRICING

line priced at \$34.99



Estd
2018

CHANNEL GUIDELINE KIT

6 PAGE GUIDE FOR BEST OFF & ON-PREMISE PLACEMENT EXECUTION

DO YOU PREFER VODKA, GIN OR
WHISKEY...I PREFER MUFF
We're serious about spirits

NAMED AFTER THE TOWN OF MUFF IN COUNTY
DONEGAL IRELAND WHERE FOUNDER LAURA
BONNER CONTINUES HER GRANDFATHER'S
LEGACY **WOMEN OWNED**

PRODUCING AWARD WINNING, IRISH WHISKEY,
POTATO GIN & VODKA



THE "MUFFMEN"

COMBINED OUR CELEBRITY PARTNERS HAVE
OVER 125 MILLION FOLLOWERS

TRADE UP WITH THE MUFF AND INCREASE
YOUR PROFITABILITY



MUFF WHISKEY
WILL DELIVER **54% TRADE UP** VERSUS THE
COMPETITION * VS \$19.99 JAMESON



MUFF GIN
WILL DELIVER **33% TRADE UP** VERSUS THE
COMPETITION * VS \$24.99 AVIATION



MUFF VODKA
WILL DELIVER **54% TRADE UP** VERSUS THE
COMPETITION * VS \$19.99 TITO'S

THE MUFF LIQUOR COMPANY BRAND STANDARDS

OFF-PREMISE

-BRAND DISTRIBUTION STANDARD-

- (3) types of 700ML The Muff Liquor in each account

-DISTRIBUTION PRIORITIES-

Priority #1: All (3) expressions
Priority #2: Irish Whiskey + Gin or Vodka

-TARGET RETAIL PRICING-

Expression	Frontline	Everyday	Feature
Irish Whiskey 700ML	39.99	34.99	33.99
Irish Gin 700ML	39.99	34.99	33.99
Irish Vodka 700ML	39.99	34.99	33.99

-DISPLAY-

- Capitalize on woman Owned and celebrity brand ties for display opportunity
- POS prominently display
- Push for staff recommendation tag

-SHELF-

[Position]

- Super-premium section, >\$30 Gin, Irish whiskey and vodka
- Eye-level or above
- Staff recommendation tags or shelf talkers displayed

[Facings]

- (3) facings including each expression

[Competitor Adjacencies]

- Inspire to trade up with Muff
- Jameson, Aviation, Tito's to Muff
- We serious about spirits and having fun

@muffliquorco | www.themuffliquorcompany.com

THE MUFF LIQUOR COMPANY BRAND STANDARDS

ON-PREMISE

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(3) types of 700ML The Muff Liquor in each account

-DISTRIBUTION PRIORITIES-

Priority #1: All (3) expressions
Priority #2: Irish Whiskey +1 Gin or Vodka

-COCKTAIL LIST EXECUTION-

The Muff Man
Muff & Tonic
Muff Fashioned
Espresso Martini
Muff Dirty Martini

-MENU GUIDELINES-

- Focus on drink features
- Menus should aim to print our cocktails on the top 1/3 of the list
- Proper messaging: "The Muff Whiskey, Gin or Vodka"
- "The Muff Liquor Co"

-BACKBAR & MERCHANDISING-

- Target the central position on back bar unless unnatural to flow
- Or to the right of our competitor
- Ensure account has visible permanent /or temporary POS (Merch/wearable, menu)

-BARTENDERS EDUCATION-

Execute staff training, for the bar staff to be enthusiastic, they must be knowledgeable about The Muff Liquor Co spirits

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THE MUFF LIQUOR COMPANY BRAND STANDARDS

ON-PREMISE

-BACKBAR PLACEMENT-

Competitor Adjacencies

- Jameson
- Aviation
- Tito's

-ACCOUNT FOCUS-

- Irish Pub/Bars
- Cocktail Bars
- Sports Bar
- Golf Clubs
- Casual Dining
- Hotels & Casinos

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THE MUFF LIQUOR COMPANY BRAND STANDARDS

ON-PREMISE

-COCKTAILS-

Muff & Tonic	Muff Fashioned	Espresso Martini
2 OZ Muff Gin	2 OZ Muff Whiskey	1.5 OZ Muff Vodka
Slice of Orange	2 dashes Angostura Bitters	1 OZ Coffee Liqueur
Sprig of Rosemary	1 teaspoon raw cane sugar	1 OZ Espresso
Top with Premium Indian tonic	Orange peel	Coffee Bean Garnish

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SHIPPING CASES



POS-PRINT

Shelf
talkers



Window
Posters



Print POS to become available on
Brand Muscle

POS-MERCH



T-shirts
available in
Black and
White



Be like
Ed Sheeran
wear His
favorite trucker
cap

Available in
three colors



