



**BLACK
BEAK**
FLAVOUR MAVERICKS

BRAND BOOK

OUR STORY

Standing proud on Ireland's Wild Atlantic Way in Kinsale, Co. Cork, we are Black Beak. Ireland's first co-located Brewery and Distillery. Founded by husband and wife duo Sam and Maud Black we began our journey in 2013.

From the very first moment this remarkable story first took flight, it has had a flavour all of its own. The very name 'Black Beak' comes from taking the flavour of Sam's surname and mashing it together with a flavour of Maud's original surname, Crowley.

We don't conform to the typical Irish beer and spirit makers' approach. We are unconstrained by traditional views and processes, try stuff for flavours sake and push expectations to deliver knock-out liquids.

This maverick attitude soars through everything Black Beak.

We started our revolution with flavour-packed experimental craft beer, then we moved swiftly into gin and rum, following our taste buds and sense of adventure. These won us recognition as experts at our craft, awards and consumer respect along the way.

The experimentation didn't stop there. Culminating our experience, we began creating our own Irish whiskey, that flaunts the rules and perceptions of flavour. We're prepared to mix up mash bills, marry unique liquids and use category-shaking cask finishes to create fantastic tasting Irish whiskey.



'MAVERICK'

// UNCONVENTIONAL AND INDEPENDENT.

DO NOT THINK OR BEHAVE IN THE SAME WAY AS OTHER PEOPLE. MAVERICKS ARE VISIONARIES WHO WANT TO ACHIEVE WHAT'S NEVER BEEN ACHIEVED BEFORE. THEY'RE NOT FANS OF THE STATUS QUO AND WILL SHAKE THINGS UP. MAVERICKS TEND TO BE INNOVATIVE, INFLUENTIAL, DARING, AND DIRECT—WITH A REMARKABLY HIGH TOLERANCE FOR TAKING CHANCES.

BRAND STRATEGY





THE BLACK BEAK FLAVOUR MAVERICK MANIFESTO

WE ARE FLAVOUR MAVERICKS. WE BRING BOLD EXPLORATION IN FLAVOURS
TO FLAVOUR EXPLORERS AROUND THE WORLD.

WE ARE UNCONSTRAINED BY NORMS AND TRADITIONS. THEY ARE
STARTING POINTS TO BE PLAYED WITH, CHALLENGED OR TAKEN FURTHER.

WE COME FROM OUTSIDE OF THE 'ESTABLISHMENT' OF IRISH SPIRITS AND BEERS.
OUR HOME IS BOTH A DISTILLERY AND A BREWERY, WHICH GIVES US FLEXIBILITY
AND CROSS OVER TO CREATE NEW.

WE FLY FORTH INTO FLAVOUR AND BELIEVE WHISKEY, SPIRITS AND BEERS CAN HOST
EXCITING DIVERGENT FLAVOURS FROM DIFFERENT INGREDIENTS AND METHODS.

WE'LL TRY ANYTHING ONCE, OR MAYBE TWICE!





TARGET CONSUMER

Black Beak stands with everyone who wants to bypass dusty rules; about life, about living, about brewing, about distilling. We're for the people looking to break through the boundaries to expressions of flavour that are exciting, new, and stunning.

We unite around 3 fundamental truths encapsulating human, drinker and category.

FLAVOUR EXPLORERS

FLAVOUR OF FREEDOM

SO LONG TO THE formal 'rule bound' way of whiskey, spirits and beer.
HELLO TO THE NEW WORLD of flavour, finish, and fascination.

FLAVOUR OF ADVENTURE

The 'thrill of the new' is big in the drinks market. Consumers welcome adventure and exploration of the novelty. Black Beak intrinsically answers this need - just take a peek at our flavour profiles.

FLAVOUR OF EXPRESSION

Big picture, there's a huge cultural shift happening – especially amongst the younger generation - a de-formalisation, a move away from traditional norms to more open and fluid values and ways of being.



TARGET CONSUMER STRATEGY

Our core audience are experts and explorers BUT open-minded ones. People who align with our values of flavour expression and exploration. We are not for the traditionalists. We attract the ones who soar above, looking for new and curious experiences.

OUR TARGET CONSUMER IS A CROSSOVER BETWEEN EXPERT AND EXPLORER AND WILL OVER TIME BE ADOPTED BY THE CROWD.



Most people – limited knowledge spirits are enjoyable and sociable.

Some people – active interest in learning (a bit) and exploring.

Few – Spend time and money. Deep knowledge.



SUMMARY POSITIONING STRATEGY

We escape the mundane of the mass market and push the boundaries of what spirits and beer can be! We aren't interested in made up historical connections, made up dates or made up providence, we only care for the truth - Fly Forth into Flavour!

STRATEGY

We take ownership of the 'Edge/Challenge' space (Adventure/ Exploration need state) in the spirits and beer marketplace (spirits / alcohol) – through being a disruptive explorer of flavour

FOR THE CATEGORY

We push the boundaries and break new ground... we seek to push things forward

FOR CONSUMERS

We are an exciting, genuine and independent way to explore beyond the normal brands and flavours

FOR (TRADE CUSTOMER)

We offer a unique but authentic option that provides breadth and interest to their Irish category

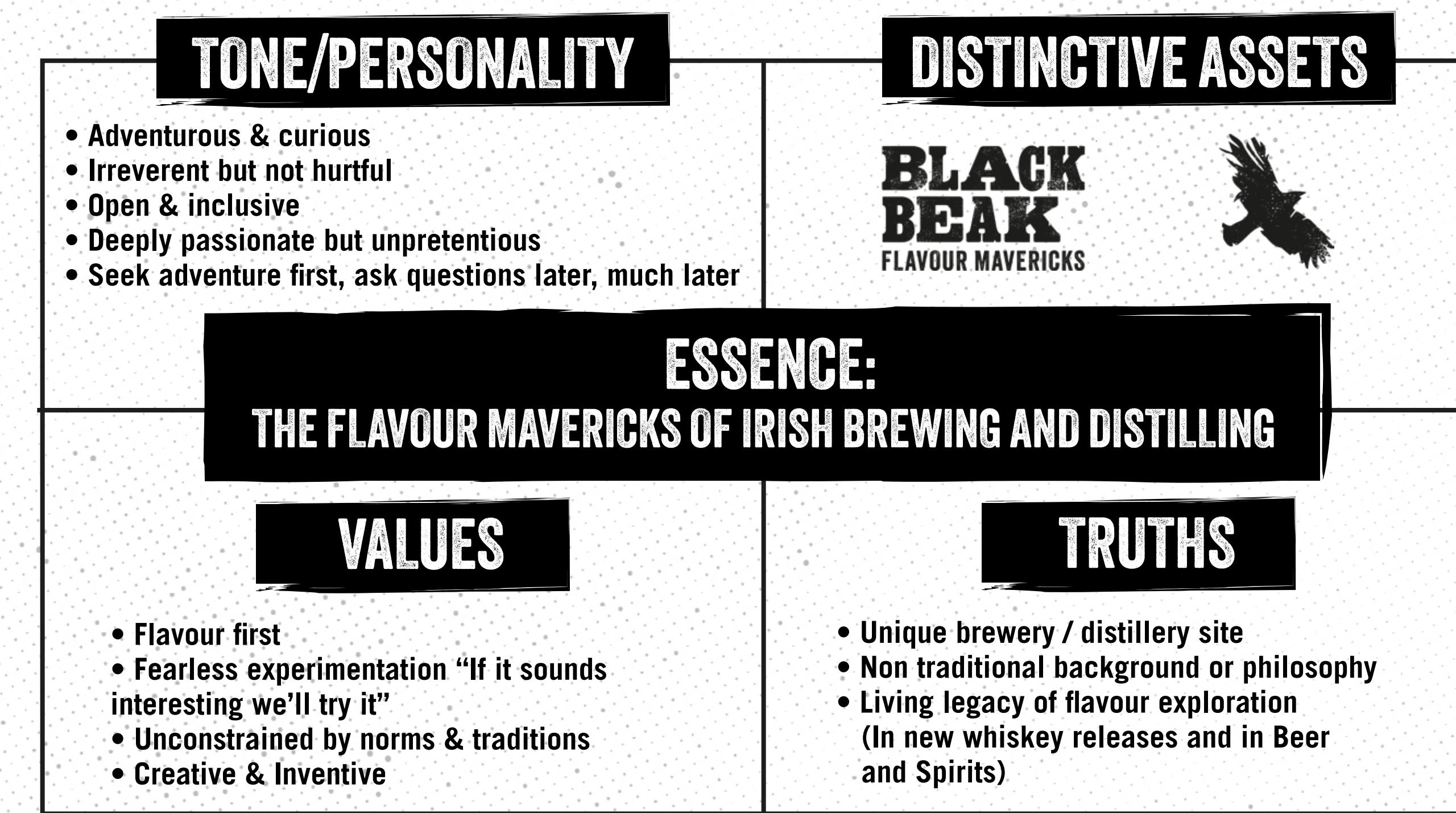
AUDIENCE

We appeal to a specific sub-section of Experts and Explorers ... seeking more adventure and flavour exploration in their whiskey and more adventure and edge in the brands they choose

VISION / MISSION

We push the boundaries, because we believe that where norms and codes fall away interesting things are made

SUMMARY POSITIONING STRATEGY



AUDIENCE INSIGHT

I want to be at the frontier of spirits and beer with like minded souls and choose brands that excite me and aren't afraid to push things.

CORE AUDIENCE(S)

Expert and Explorer drinkers. They drink progressive craft beers and are adventurous in spirits. They have modern value systems, favouring fluidity, and creativity over rigid traditions.

SOURCE OF BUSINESS

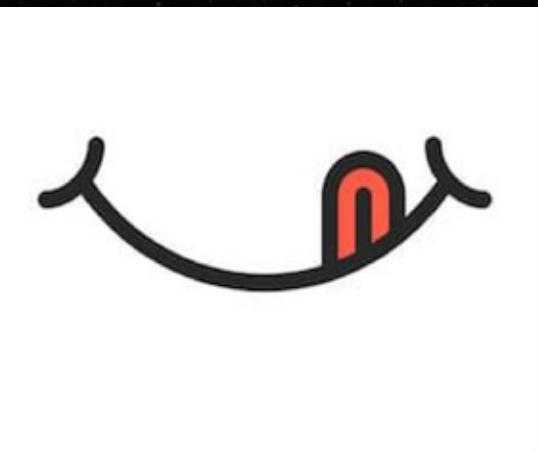
More interesting trade up from more mainstream Irish / American (To Triple Threat) and then from the premium+ plays like Bulleit or premium mainstream Irish brands.

BRAND WORLD

CURIOUS AND BURSTING WITH IDEAS



MAVERICK



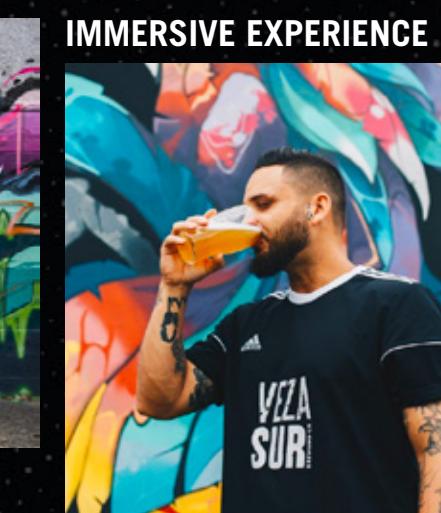
FLAVOUR FOCUSED

FREE FROM RULES AND TRADITION



VIBRANT AND EXPRESSIVE ABSTRACTIONS OF FLAVOUR

HAVING FUN WITH FLAVOUR



IMMERSIVE EXPERIENCE



ART AT EVERY TOUCH POINT



BREWING MEETS DISTILLERY

UNEXPECTED AND COUNTER TRADITION

WON'T SETTLE FOR BORING

EXPERIMENTAL FLAVOURS WITH NOTHING OFF THE CARDS

COLOURFUL PHOTOGRAPHY BASED FROM ART

FREE FROM RULES AND TRADITION

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BRAND HIERARCHY

Our core brand marque, heads up any communications from our unique brewery/distillery. This should be used when talking about the Black Beak brand off pack and non product specific.

This core marque is supported by packaging specific brand marques, created for each of our core products to help identification.

Each of our range of spirits and beers are created with flavour exploration front of mind at all times.



BLACK BEAK

FLAVOUR MAVERICKS

CORE BRAND

DISTILLERY PACKAGING

BLACK BEAK
IRISH GIN



BLACK BEAK
IRISH RUM



BLACK BEAK
IRISH WHISKEY



BREWERY PACKAGING

BLACK BEAK



BREWERY DISTILLERY

BLACKS
BREWERY & DISTILLERY



ON-SITE MERCHANDISE

BLACK BEAK
KINSALE, IRELAND



**“I WILL MAKE THE
IMPOSSIBLE, POSSIBLE.
I WILL MAKE YOUR SPIRITS
SOAR AND YOUR DREAMS
FLY FORTH.”**

MITCH ALBOM



CONTACT US

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