

BRAND AUDIT //

# Women Rocking Drinks World

*A snapshot celebration of 10 awesome drinks  
brands led by amazing women.*

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# WOMEN ROCK DRINKS



HIGHLIGHTS //

avallen  
CALVADOS



LUCKY  
SAINT





## BRAND AUDIT //

*Avallen*

Stephanie Jordan co-founded Avallen, a purpose driven Calvados made with nothing but real apples, water and time. Together with her business partner Tim Etherington - Judge they've committed to making a spirit that's delicious, approachable and fun, and also has a positive impact on the biodiversity of our incredible planet.

aval  
CALVADOS





**DELICIOUS TO THE CORE** // 40 different apple varieties, from 300 different farmers that are located within 20km of the distillery situated in the heart of La Manche, Normandy.



## BRAND AUDIT //

*Nc'nean*

*Annabel Thomas started Nc'nean to change the way the world thinks about whisky from Scotland. Her mission was to create a whisky which could exist in harmony with this planet we call home. After leaving her job in London in 2013, she spent four years raising funds and building the distillery from the ground up on the west coast of Scotland.*

NC'NEAN





**WALK YOUR OWN PATH** // "The inspiration for our name, Neachneohain, was an ancient Gaelic goddess. She was known as the Queen of Spirits. Strong and independent, she was never afraid to walk her own path. We try to follow her ethos in everything we do."





## BRAND AUDIT //

# J.J.Corry

*Founded in 2015 by Louise McGuane, J.J. Corry Irish Whiskey is Ireland's first modern Whiskey Bonder. The company sources new make Whiskey Spirit from Irish distilleries and matures it in a purpose built bonded rackhouse on the McGuane Family farm in Cooraclare, Co. Clare, right along the Wild Atlantic Way.*





AN ORIGINAL J.J. CORRY LABEL // J.J. was a true entrepreneur and innovator and he was best known for his hospitality and his whiskey.



## BRAND AUDIT //

*Brenne*

*Brenne is the world's first single malt aged exclusively in both new French Limousin Oak barrels and Cognac casks. Founded by former ballerina turned whisky entrepreneur, Allison Parc, who created Brenne from seed to spirit, with a third-generation Cognac maker at this family farm-distillery in the heart of Cognac, France.*







## BRAND AUDIT //

## Próspero Tequila

*Rita Ora is a chief creative partner and shareholder of an award-winning tequila brand, Próspero, which she's created in partnership with master distiller Stella Anguiano.*

*For Ora, this is much more than a collaboration. Próspero and its three expressions – blanco, reposado and anejo – are a story of female empowerment.*





## BRAND AUDIT //

# Gem & Bolt Mezcal

*Gem & Bolt mezcal is a living exhibit of Adrinadrina's and Elliott Coon's knowledge, work, and free-wheeling spirits. Lovingly born of tradition, myth, art, and invention coupled with plant and elixir wisdom, Gem & Bolt mezcal offers you 100% unadulterated liquid spirit.*





**FOUNDERS** // artist-chemist duo Adrinadrina and Elliott Coon drew inspiration from their shared childhood, where they came to understand the true value of plants and conscious celebration.



## BRAND AUDIT //

## Lucky Saint

*Emma Heal wanted to join Lucky Saint when she saw how cutting edge the branding was, and then had her first sip of the 0.5% lager – it was outstanding. She is now Partner and Managing Director of Lucky Saint – the low alcohol lager which is seeing a dramatic increase in sales.*

# LUCKY SAINT





**PACKAGING** // a great-looking beer, served in stubby American-style bottles, with a beautiful blue and brass colour palette and a cute little ladybird for good luck.

## BRAND AUDIT //

# Laylo

*Laura Riches and Laura Rosenberger have launched Laylo, which aims to use the bag-in-box format as an opportunity to share their passion for “great quality wine as an everyday luxury”. Their plan with Laylo is to use a design-forward approach.*

LAYLO





**SUSTAINABILITY** // Making glass requires temperatures of over 1500°C, which is one of the reasons that the carbon footprint of wine stored in bottles is a whopping 9x higher than for the same wine stored in boxes. If you enjoy a bottle a week, you could save 20kg of CO2 emissions over the course of a year by switching to boxes. That's the same as leaving a 42" HD TV on non-stop for a month!



## BRAND AUDIT //

## Nice Wine

*Nice was founded in early 2018 by Lucy Wright and Jeremy May, who came across wine in cans on Instagram in the US. They felt the UK wine industry needed a shake-up, and there was room for a brand that could make wine less intimidating.*

# NICE







## BRAND AUDIT //

*Double Dutch*

*Raised in the Netherlands, Double Dutch's twin founders, Joyce and Raissa, have a natural affinity with superlative drinks and excellent blendings. Double Dutch is uniting great spirits with complementary mixers that enliven and enhance. Richard Branson supported the Double Dutch vision by giving the twins a Foodpreneur award for their innovative Food and Beverage brand.*





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