



BLACK IRISH  
2022



WHISKEY + CREAM + MC

BLACK IRISH IS A DOORWAY TO POSSIBILITY, A  
COMBINATION OF INGREDIENTS & CRAFT  
PROCESSES UNITED BY  
THE ICONIC TOUCH OF MARIAH CAREY.

A large, close-up photograph of Mariah Carey's face. She has long, wavy, light brown hair and is smiling broadly with her eyes closed. Her right hand is raised to her head, with her fingers in her hair. She is wearing a dark, sequined garment.

## MARIAH CAREY

WITH 19 BILLBOARD HOT 100 #1S (THE MOST FOR ANY SOLO ARTIST) AND 200 MILLION RECORDS SOLD WORLDWIDE, MARIAH CAREY IS ONE OF THE MOST ICONIC AND SUCCESSFUL RECORDING ARTISTS OF ALL TIME.

MARIAH IS AN INSPIRATION, WHO OVERCAME POVERTY, RACISM AND THE CHALLENGES OF BEING BORN WITH A MIXED HERITAGE ("NEITHER HERE NOR THERE, ALWAYS SOMEWHAT OUT OF PLACE") TO BECOME A CULTURAL ICON.

MARIAH IS WARM, CREATIVE, ELEGANT AND FUN (OKAY, WHO ELSE WEARS A SEQUINED BALLGOWN TO THE HOT TUB?!)

WITH SIGNATURE PHRASES AND SYMBOLS THAT ARE ALL MARIAH (HELLO LAMBS AND BUTTERFLIES).



DISCOVER A NEW WORLD OF FLAVOR,  
INSPIRED BY THE HERITAGE AND  
SPIRIT OF MARIAH CAREY 

# The Meaning of Black Irish...

EXPERIENCE THE EXTRAORDINARY

ENTER THE WORLD OF BLACK IRISH  
A PLACE WHERE DREAMS MULTIPLY

LIKE BUTTERFLIES WHERE TASTE IS

QUEEN AND REIGNS SUPREME

WHERE THE FINEST INGREDIENTS COME TOGETHER WITH AGED  
IRISH WHISKEY AND PURE IRISH CREAM TO CREATE AN UNRIValed,  
AUTHENTIC IRISH CREAM LIQUEUR LIKE NO OTHER  
DISCOVER A NEW WORLD OF FLAVOR, INSPIRED BY THE

HERITAGE AND SPIRIT OF MARIAH CAREY EMBRACE

POSSIBILITY AND PLEASURE, ENJOY A TASTE OF THE

EXTRAORDINARY

A CAUSE FOR CELEBRATION



A CAUSE FOR CELEBRATION

When thinking of Irish cream, many may think of curling up with those they love by the fire, or enjoying it as an after-dinner drink on a cold winter night. A classic holiday beverage, Irish cream has always captured those festive feelings of warmth, laughter and love.

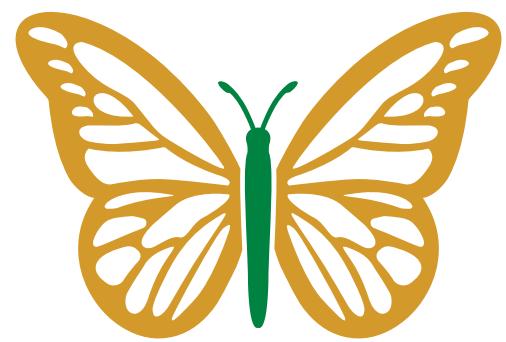
# BUTTERFLY EFFECT

TELLING OUR STORY THROUGH SMALL, INCREDIBLE  
MOMENTS THAT INTRIGUE AND UNFOLD.



# MOMENTS

## 2022



# March

## Holidays and Events:

**All Month:** Women's Month/ Black Owned

**March 3:** Irish Whiskey Day

**March 17:** St. Patrick's Day

**March 24:** National Cocktail Day

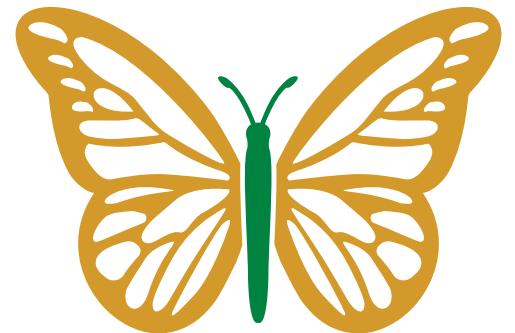
**March 27:** Mariah Carey Day

**April 17:** Easter

**May 8:** Mother's Day

**May 30:** Memorial Day

**July 4:** Independence Day



## Tactics:

-Pitch the cocktails for St. Patrick's day with support of PR team

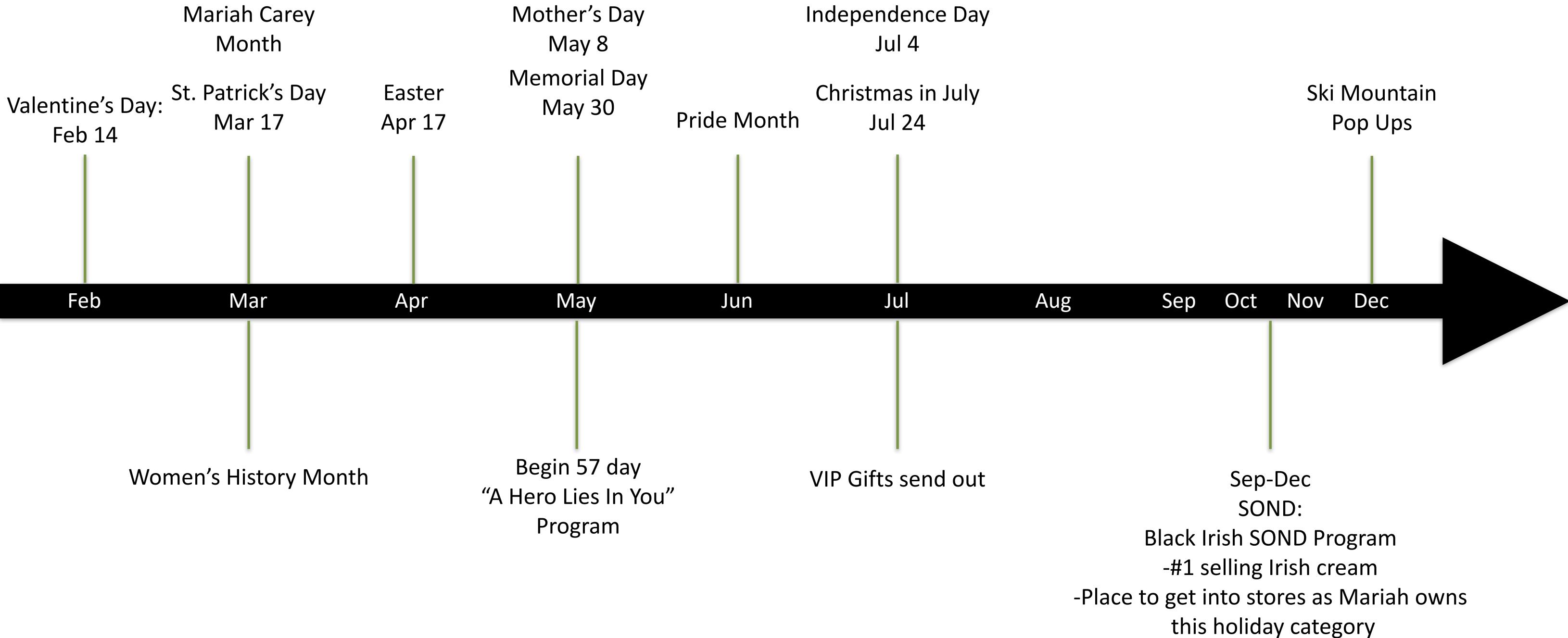
-Support from publishers to feature cocktails in articles etc.

-Full support on all social media platforms (Instagram, Twitter,

Facebook)

-"A Hero Lies In You" 57 day program starting Mother's Day

-Christmas in July campaign



VALENTINE'S DAY

# THIS VALENTINE'S DAY, I WILL HAVE BUTTERFLIES IN MY STOMACH & BLACK IRISH IN MY GLASS

WE BELONG  
TOGETHER LIKE  
BLACK & IRISH

goblackirish 8 days until Valentine's Day!!! We are ready! ❤️ #CauseforCelebration #AlwaysBeMyBaby 🎉 Valentine's Day Recipe Coming Soon. @mariahcarey

16w

zinalobe95 I'm coming over!! 😍😍😍

8w Reply

liamwoody\_ Hope I can get this drink in UK 😍 YUM 😍

14w Reply

brendaandrandee ❤️

15w 1 like Reply

View replies (1)

surfersala1313 😊 Cheers! ❤️ #CauseforCelebration #AlwaysBeMyBaby 🎉 Valentine's Day @mariahcarey

15w Reply

13,208 views

FEBRUARY 5



## ST. PATRICK'S DAY

STREET-LEVEL WILDPOSTER ADVERTISING AT HIGH TRAFFIC LOCATIONS IN MAJOR CITIES.  
WIDELY RECOGNIZED AND ACCEPTED ELEMENT OF THE AMERICAN POP CULTURE SCENE!



MOTHER'S DAY

YOU ARE OUR HERO.

---

FOR ALL THE MOTHERS,  
THE TRUE HEROES WHO COME ALONG  
AND GIVE US STRENGTH  
WE HONOR YOU TODAY  
& LOVE YOU EVERY DAY.



## PRIDE MONTH

### MC HISTORY:

IN 2016, MC WAS HONORED WITH GLAAD'S ALLY AWARD FOR HER LONGTIME ADVOCACY FOR GAY RIGHTS AND THE LGBT COMMUNITY. MC HAS A LONG AND CLOSE RELATIONSHIP WITH THE QUEER COMMUNITY (CURRENT PREFERRED TERM). IN A RECENT INTERVIEW WITH OUT FROM DEC 2021, SHE WAS ASKED "ABOUT THE LONGTIME LOVE HER QUEER FANBASE HAS HAD FOR HER THROUGH- OUT HER LONG, ILLUSTRIOS CAREER" AND SAID:

"I WAS ALWAYS OTHER, I WAS ALWAYS DIFFERENT, I NEVER FELT LIKE I FIT IN. I ALWAYS KIND OF UNDERSTOOD, 'OKAY, PEOPLE ARE DIFFERENT AND WE CAN'T JUDGE THIS, WE CAN'T JUDGE THAT,' BUT I DON'T KNOW THAT EVERYBODY ELSE THAT I GREW UP AROUND FELT THE SAME WAY. SO I JUST LOVE FEELING THE ACCEPTANCE, FEELING THE LOVE, FEELING EMBRACED, AND I WANT TO GIVE THAT BACK. THAT'S WHAT'S MOST IMPORTANT FOR ME, JUST ACCEPTING PEOPLE FOR WHO YOU ARE."

WAYS TO EMBRACE PRIDE MONTH THE KEY FOR BRANDS IS TO BE AUTHENTIC AND FORTUNATELY FOR MARIAH THIS IS VERY AUTHENTIC

THE ONLY PLACE FOR LABELS  
IS ON OUR BOTTLES.

LOVE BELONGS TO EVERYONE

FOR ALL THOSE "EAGER TO JUST BELIEVE IT'S GOOD ENOUGH TO BE WHAT YOU REALLY ARE" WE ARE HERE TO SAY: IT IS.

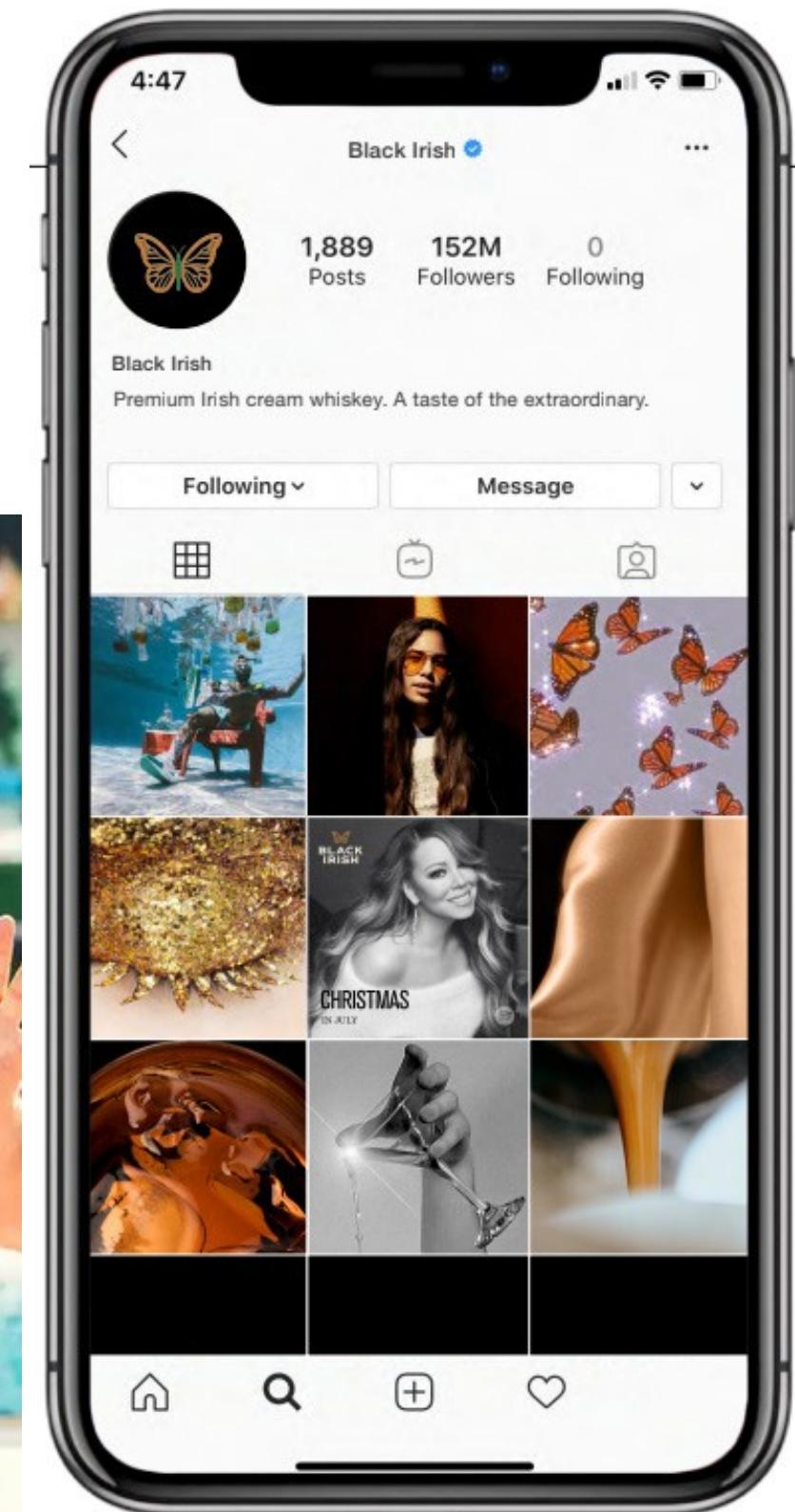


## CHRISTMAS IN JULY

“CHRISTMAS IN JULY” AR FILTER  
WITH SNOW, BUTTERFLIES AND SLIGHT ENHANCEMENT OF USER

CHRISTMAS IN JULY  
SOCIAL/DIGITAL AS THE WORLD REOPENS, PEOPLE ARE MORE READY THAN EVER TO CELEBRATE CHRISTMAS ALL SUMMER. LET'S ASK CONSUMERS TO CAPTURE THEIR BEST SUMMER HOLIDAY CELEBRATION WITH BLACK IRISH PRODUCT

AND SHARE ON SOCIAL FOR A CHANCE TO WIN EXCLUSIVE EXPERIENCES.



## OBJECTIVE

Raise the profile of Black Irish with consistent product coverage for core offerings, brand features and cocktail inclusions, positioning the brand as the must-drink Irish cream with media and consumers.

## GOALS + KEY MESSAGES

**ENJOY EVERYWHERE** – Create long-term fans with Black Irish with key tastemakers in the international food and beverage industry in order to continuously build relationships and keep Black Irish top of mind for consumer and coverage consideration.

•**Key Message:** With distribution led by RDNC, Black Irish is available across the U.S. in over 30 states and counting, offering both a 750ml bottle (\$29.99) and a 50ml bottle (\$3.99) featuring a cap and seal stamped with Mariah Carey's "MC" initials.

•**Key Message:** The expansion to Australia marks the first new territory for the brand, with plans to expand to additional countries in later 2022. While delicious on the rocks or in cocktails any time of the year, Black Irish is excited that Aussies will be able to sip and savor the smooth Irish cream just in time for chillier winter months.

•**Key Message:** There's plenty of ways to enjoy Black Irish. Pick up a bottle at your local liquor store, GoPuff or Drizly in minutes, or order through third party retailers like Total Wine.

**A CAUSE FOR CELEBRATION ALL YEAR-ROUND** – Position Black Irish as the must-have beverage for every season through a variety of gift guides and recipe features centered around celebration, along with like-minded partnership opportunities.

•**Key Message:** More than just a holiday must-have, Black Irish is the perfect drink for any season. Revelers can enjoy Black Irish in a yummy cocktail or alone on the rocks for a spring and summertime sipper.

•**Key Message:** Give the gift of Black Irish – it's a gift that fans, beverage aficionados and cocktail connoisseurs can enjoy all year round.

•**Key Message:** There is a Black Irish drink for every occasion. From a spiked hot chocolate or hotty toddy to a cool espresso martini or liquored-up milkshake, a rich, creamy drink with Black Irish is a celebration in every sip.

•**Key Message:** Black Irish is celebrating with pop-ups at bars and hotels in key markets, as well as participating in on- and off-site event opportunities, further increasing brand recognition aligned with Black Irish's target demographic and ethos.

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Raise the profile of Black Irish with consistent product coverage for core offerings, brand features and cocktail inclusions, positioning the brand as the must-drink Irish cream with media and consumers.

## GOALS + KEY MESSAGES

**THE BEST IRISH CREAM** – Share the brand story with media and influencers, raising awareness for the key differentiators that contribute to Black Irish being the best Irish cream on the market, including the high-quality ingredients that comprise the beverage, the variety of unique and indulgent expressions offered, and the “it” factor of the brand thanks to the celebrity association.

•**Key Message:** Black Irish is made with high-quality, premium ingredients. Crafted and produced in Ireland in a certified sustainable facility with 50% renewable energy, Black Irish blends aged Irish whiskey and superior dairy sourced from Irish farms.

•**Key Message:** With three delicious and indulgent options - Original Irish Cream, Salted Caramel and White Chocolate – Black Irish offers something for everyone.

•**Key Message:** Black Irish White Chocolate uses the finest Belgian chocolate for a rich and smooth palate.

•**Key Message:** While Black Irish is blessed with Mariah Carey’s stamp of approval, it’s more than just a celebrity spirit: it is the best Irish cream on the market.

•**Key Message:** Mariah Carey is more than just the “Queen of Christmas” - as a black female leader in the spirits industry, she is paving the way to success with her many business ventures.

## STRATEGIES

- Ideate creative story ideas to promote brand goals and key messages.
- Leverage spirits, culinary, cultural, lifestyle and trade and business trends, as well as cultural moments and timely holidays, to secure feature editorial opportunities.
- Serve as an internal press office, fielding and responding to all incoming inquiries, as well as monitor media lead services, sharing information with media for appropriate opportunities.
- Monitor editorial calendars to ensure Black Irish is included in appropriate short and long-lead opportunities.
- Purposefully provide samples of product to key media and tastemakers in a way that is cost efficient.
- Secure steady stream of high-profile media coverage that captures target local, national and industry audiences.
- Help ideate cocktail recipe ideas that will make an impact with the media.
- Partner with likeminded brands or events to further showcase the Black Irish product to target demographics.

## GIFT SETS PROGRAM

IDEAS: NOT FINAL



POINT OF SALE



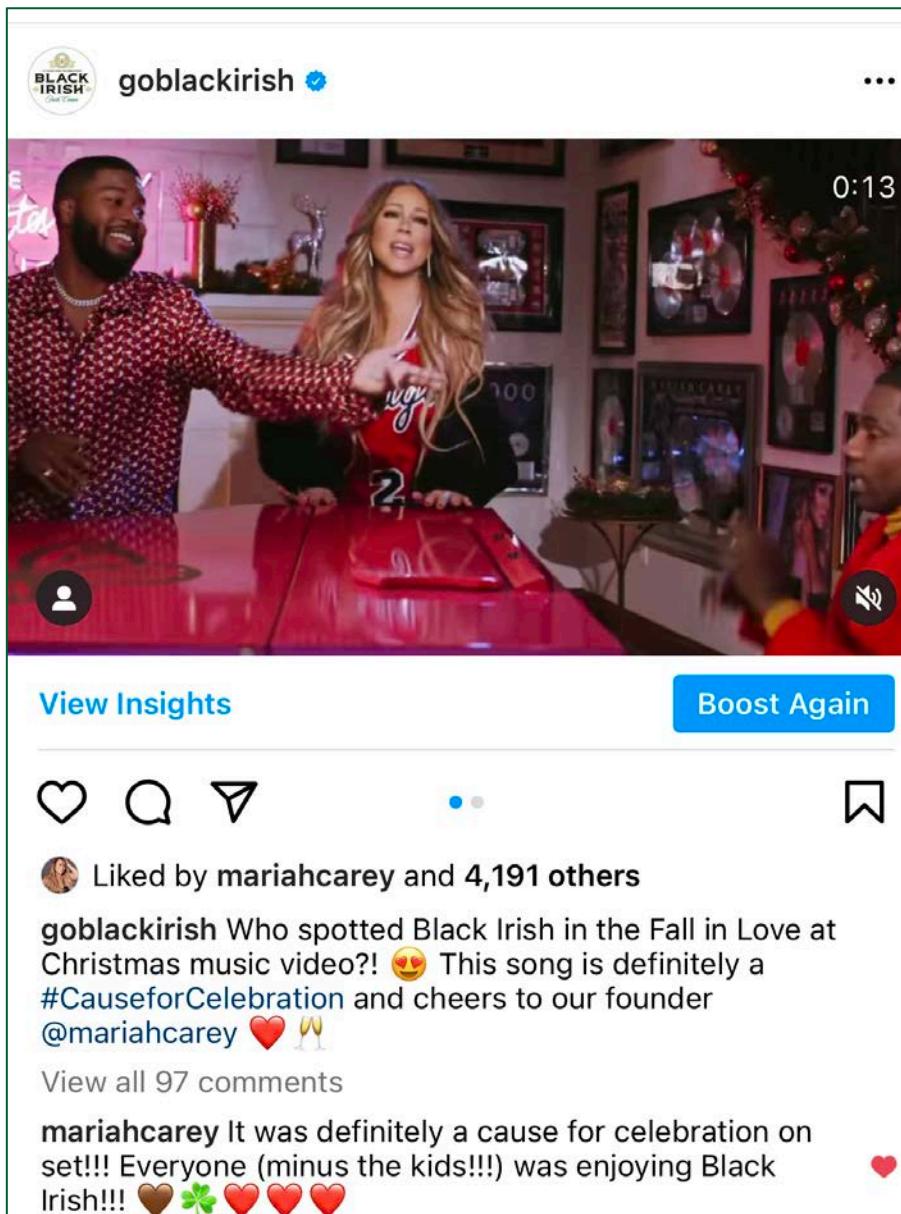


# INSTAGRAM

-After launching our Instagram in September we are now at 24.5K followers

-Collaborated posts with Mariah Carey  
(10.8 million followers)

-Black Irish was featured on Carey's "Fall In Love at Christmas" music video



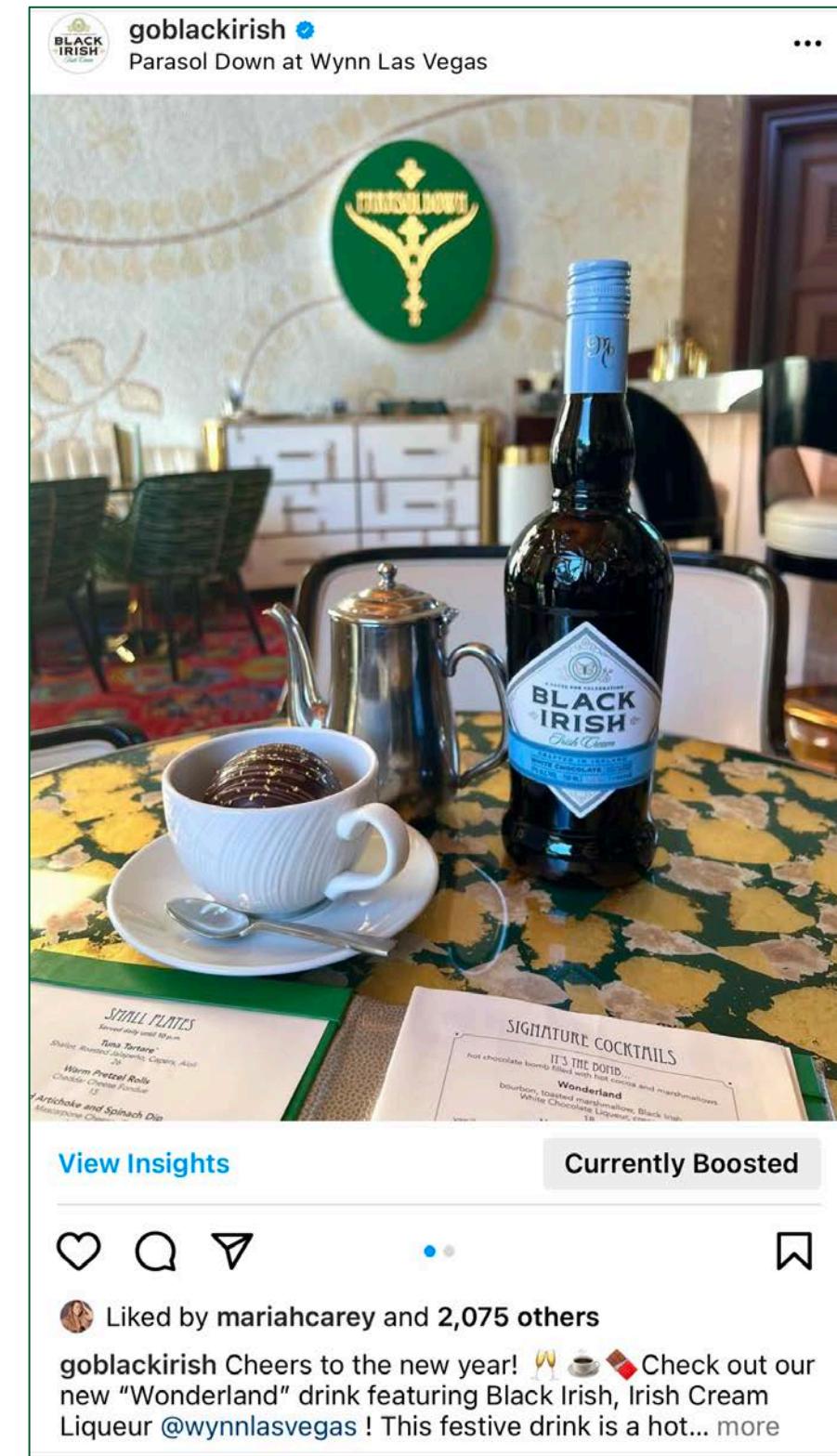
This is a screenshot of the Instagram profile page for **goblackirish**. The profile picture is a logo for "BLACK IRISH Irish Cream". The bio reads: "Premium Irish Cream Owned by @mariahcarey What is your #CauseforCelebration Must be 21+ to follow & share goblackirish.com". The account has 42 posts, 23.4K followers, and 1 following. Below the bio are buttons for **Edit Profile**, **Ad Tools**, **Insights**, and **Add Shop**. A section for **Story highlights** is shown, with five circular slots for stories. At the bottom, there are navigation icons for Home, Search, Explore, Direct, and Notifications.

# INSTAGRAM



-Collaborated with Milk Bar Store (830k followers) on an exclusive Mariah Carey Salted Caramel inspired cake

-Limited edition Milk Bar x Black Irish cake sold out within two days at \$80.00 a cake



-Collaborated with Wynn Las Vegas (326k followers) on an exclusive drink

-Black Irish is featured in Wynn's #1 selling drink called the "Wonderland"

# INSTAGRAM



-Collaborated with Mariah Carey on an Instagram post that got 100k likes

-Black Irish attended a pre-oscars event sponsored by Lexus

mariahcarey and goblackirish ...

mariahcarey CEO of Black Irish, dahlings! ❤️🍀🥂 8w

goblackirish From the studio to the boardroom 🎉🥂❤️ 8w 266 likes Reply

View replies (10)

goblackirish Last night we had the honor to be a part of this amazing Oscar's event celebrating black love... hosted by @uptownmagazine sponsored by @lexususa 🎉 #Uptownhonorhollywood #CauseforCelebration

Edited · 9w

design.it.vintage.living So fab love them all 8w Reply

danylo\_galvao DE MOMENT 🥂 8w Reply

nataliemsingersonwriter Happy anniversary Mimi! ❤️ 9w Reply

brandonesh 🔥 9w 1 like Reply

[View insights](#)

813 likes MARCH 24

Add a comment... Post

# ARTICLES

Black Irish has been featured in more than 130 articles total:

<https://www.rollingstone.com/product-recommendations/lifestyle/mariah-carey-black-irish-buy-online-1212942/>

<https://people.com/food/mariah-carey-launch-black-irish-cream-liqueur/>

<https://www.foodandwine.com/news/mariah-carey-black-irish-cream>

<https://www.forbes.com/sites/abigailabesamis/2021/11/24/inside-mariah-careys-irish-cream-brand-and-her-holiday-plans/?sh=39dc0fbf199e>

<https://www.thespiritsbusiness.com/2021/08/mariah-carey-creates-black-irish-cream-liqueur/>

<https://beveragedynamics.com/2021/08/17/mariah-carey-black-irish-cream-liqueur/>

<https://www.irishtimes.com/culture/music/black-irish-mariah-carey-launches-liqueur-named-with-a-nod-to-her-irish-heritage-1.4649151>

<https://www.refinery29.com/en-gb/2021/08/10635202/mariah-carey-black-irish-cream-liquor-reaction>

<https://www.delicious.com.au/drinks/spirts-cocktails/article/mariah-carey-launches-black-irish-cream-liqueurs/b61uo34v>

<https://chicago.suntimes.com/2021/11/19/22789895/mariah-carey-favorite-christmas-songs-movies-kirk-franklin>

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## Mariah Carey Launches Her Own Line of Irish Cream Liqueurs

The singer's new Black Irish brand includes three varieties and is available in stores now

By Vanessa Etienne | August 17, 2021 01:13 PM

Each product we feature has been independently selected and reviewed by our editorial team. If you make a purchase using the links included, we may earn commission.

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## Mariah Carey Just Launched Her Own Irish Cream Brand, 'Black Irish'

Three varieties of the liqueur hit stores this week.

By Mike Pomranz | August 17, 2021

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NOVEMBER 29, 2021 12:18PM ET

### How Mariah Carey's New Liqueur Brand Is Actually a Tribute to Her Heritage

Carey's new 'Black Irish' liqueur toasts to the singer's love of a "festive" moment, while paying tribute to her biracial background

By TIM CHAN



**Forbes**

## Inside Mariah Carey's Irish Cream Brand And Her Holiday Plans



Abigail Abesamis Demarest Contributor

Dining

I cover all things food and drink in New York City and beyond.

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The Queen of Christmas launched her own liqueur line earlier this year, and it's perfect for festive ... [+] CREDIT: BRENDAN BARONE/RCA/MARIAH CAREY

## ARTICLES

-Featured in Rolling Stone twice

<https://www.rollingstone.com/product-recommendations/lifestyle/mariah-carey-black-irish-summer-2022-photos-1354860/>



Brendan Barone

**Mariah Carey Remixes Her Black Irish Liqueur As a Summer Splash**

Originally launched as a festive drink for the holidays, the singer is re-introducing Black Irish as a surprising refreshing summer drink

By **TIM CHAN**

**Menu** **Music** **TV** **Movies** **Politics** **Culture** **Pro** **Newsletters**

HOME > RS RECOMMENDS > LIFESTYLE MAY 17, 2022 7:16PM ET

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If you purchase an independently reviewed product or service through a link on our website, Rolling Stone may receive an affiliate commission.

**Mariah Carey** is no stranger to remixing a hit and this time, she's shaking it up behind the bar. Weeks after her remix of **Latto's "Big Energy"** (ft. DJ Khaled) helped propel the song up the charts, Carey is scoring a hit with — \*in DJ Khaled voice\* — *another one*, thanks to a new summer promo for her Black Irish liqueur.

Originally launched last fall as a **festive drink for the holidays**, the superstar singer is re-introducing Black Irish as a surprisingly refreshing summer drink, with the "Black Irish & Berries Brunch Sipper," a "chocolatey, berry indulgence" designed for the warm days ahead.

AMIR SHAFII

Buy: Mariah Carey Black Irish White Chocolate at \$24.99



## TARGETS + OUTLETS 2022

### Celebrity Spirit Features

#### TARGET MEDIA OUTLETS:

- People
- Rolling Stone
- US Weekly
- The Hollywood Reporter
- Billboard
- Entertainment Weekly
- E! Online
- Vanity Fair
- Life & Style
- Star Magazine
- InTouch Weekly

### Cocktail + Product Features

#### TARGET MEDIA OUTLETS:

- Esquire
- Maxim
- GQ
- Forbes
- Today Show
- Men's Journal
- Gourmet Insider
- Thrillist
- Thirsty
- The Manual
- Chilled Magazine
- Modern Luxury
- Garden & Gun
- East End Taste
- Orange Coast
- Orange County Magazine
- Los Angeles Magazine
- Chicago Magazine
- Midwest Living

### Black Irish Lifestyle + Gift Guides

#### TARGET MEDIA OUTLETS:

- Cosmopolitan
- CNN Underscored
- Marie Claire
- Vogue
- ELLE
- US Weekly
- InStyle
- Star Magazine
- People
- Elite Traveler
- Bustle
- Refinery29
- PureWow
- Departures
- Eat This, Not That
- Haute Living
- VIE Magazine
- Eater
- Insider
- Newsweek
- Reader's Digest
- Taste of Home
- Time Out
- O, The Oprah Magazine
- Shape
- SELF
- Glamour
- POPSUGAR
- Women's Health
- Food Network Magazine
- Gear Patrol
- Coolist

### Female Focused TARGET MEDIA OUTLETS:

- Parade
- Martha Stewart Living
- Woman's Day
- Rachael Ray Magazine
- Good Housekeeping
- Marie Claire
- Cosmopolitan
- Woman's Day
- Southern Living
- Town & Country
- Stylecaster
- Goop
- Worth
- Vogue
- Harper's Bazaar

### Beverage Industry

#### TARGET MEDIA OUTLETS:

- TheSpiritsBusiness.com
- Shanken News Daily
- Market Watch
- Wine Enthusiast
- Wine Spectator
- Imbibe
- Chilled Magazine
- Cheers
- Modern Distillery Age
- The Spirits Business
- PUNCH
- Beverage Dynamics
- UPROXX
- BevNet
- Wine & Spirits Magazine
- PR%F Magazine
- Food & Beverage Magazine
- Inside Hook
- The Daily Meal
- Liquor.com
- The Robb Report
- Whiskey Advocate
- Business Insider
- VinePair
- Distiller.com

# THANK YOU!

