

The Kerrygold Difference

What Makes us Superior

The Cream

It starts with the cows. Most cows are corn or soy fed, which results in their milk producing the kind of fats you don't want in your body. Kerrygold cows on the other hand, are "grass-fed" as they graze in lush pastures on small family farms in Ireland. Grass-fed cows help produce cream that has the right fats to help regulate cholesterol....not add to it

Kerrygold cream produced by grass-fed cows has the best ratio of Omega-6 to Omega-3 fatty acids (which reduces body fat) and is a good source of Vitamin K! They produce a naturally softer milkfat, which is key to the natural fresh Irish cream used in Kerrygold Irish Cream Liqueur...which inevitably tastes more premium to every other offering.

Positioning Statement

Kerrygold Irish Cream is **the new gold standard** of the category.

Our three core ingredients (fresh Irish cream, aged Irish whiskey, and luxurious chocolate) blend together to make Kerrygold Irish Cream superior.

THE NEW **gold** STANDARD

Nutrition Facts



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Amount per 1.5 oz 45g	
Calories 173	
Carbohydrates	9.87g
Sugar	9.33g
ABV	17%
Gluten free	Yes
Kosher	No
Vegetarian	Yes
Vegan	No
Shelf Life	24 mo.
Note: Consume within 6 mo. of opening for optimal taste.	
Store at room temperature even after opening.	
Bottle Contains	750mL

- NOT AN ACTUAL LABEL -

Kerrygold Brand Identity

Unique Selling Proposition (USP)

The finest blend of natural Irish cream, aged Irish whiskey, and luxurious chocolate.

FEATURES

- Imported from Ireland
- Contains Fresh Irish Cream
- Contains Aged Irish Whiskey
- Contains Luxurious Chocolate
- Made by artisans

BENEFITS

- Kerrygold Brand Name Recognition
- Tested product and packaging
- Advertising Support
 - Multi Million dollar outdoor and retail promotion campaign.

Target Consumer

- Who are we talking to?
 - Females, age 30 to 50
 - Currently drinking Baileys, Carolan's, Emmet's, Coole Swan, or RumChata
 - Live in urban areas
 - Buy products based on quality
 - Seek out new experiences
 - Entertain friends and family at home
 - Curious and open to trying new products

- What do they love?
 - They love the sweet, smooth taste of cream liqueurs as they find full strength spirits too harsh and bitter
 - While they will have a cream liqueur in a bar, maybe on the rocks or in a cocktail, they mostly enjoy the product at home, sometimes as an end of day treat as they watch TV, or something to share with friends and family

- What do they think?
 - They are conscious that the category is split between premium and low price brands
 - While they have tried the cheaper brands, and some of their friends purchase them all the time, they prefer to go with a more premium brand that reassures them on product quality and taste, while fitting in with their indulgent drinking occasion



PRODUCTION PROCESS

The finest fresh cream and luxurious chocolate are expertly blended, then infused with oak-aged Irish whiskey and Irish spirit, creating a wonderfully rich and indulgent flavor.

This rich, creamy infusion is then homogenised to further blend the ingredients and prevent the separation of the alcohol and cream.

This maintains the ingredient's unique natural elements and means that added preservatives are not required.

