



Mary Sadlier Coole Swan

GOING FOR GROWTH PROFILE

NAME:

Mary Sadlier

BUSINESS

Coole Swan

POSITION

General Manager

WHAT WE DO

We are the makers of the World's Premium Irish Cream Liqueur Coole Swan.

CONTACT US

T: +353 46 90 60 111

E: mary@cooleswan.com

www.cooleswan.com

COOLE SWAN

Coole Swan is a labour of love for Mary Sadlier and her husband Philip Brady who spent three years perfecting their Irish cream liqueur before bringing it to market in 2010.

The time and effort paid off as Coole Swan has been award-winning from its inception with a new award in 2020 ranking it as the number one cream liqueur in the world.

Coole Swan — which is a unique blend of single malt Irish whiskey, Belgian white chocolate and fresh dairy cream — scored the highest score possible in the 2020 Wine Enthusiast Rating — one of only three spirit brands worldwide to receive this rating in the last three years.

Philip farms the family's 4th generation farm and Mary has a background in finance; both come from a background of entrepreneurship so were hungry for a new business idea to bring to the market.

They hit on the idea to use the cream from the Brady family farm in the Boyle Valley, Co. Meath — and now other surrounding farms — to make a premium cream liqueur.

"Philip and his brothers farm as custodians of the land and work with nature so we wanted to create something that comes from the land," says Mary, who was on the 12th cycle of Going for Growth with Oonagh O'Hagan as her Lead Entrepreneur.

"The cream has invaluable natural properties and all we do is add a single malt and high-quality chocolate. We add no preservatives or other ingredients to bulk it out. This is the reason that it has a distinctive and pure taste.

"It took us 230 attempts to design our unique taste and the first time we took it to an awards show, we cleared the boards. Cream liqueurs are liked but not loved and we want to bring the love back by producing this beautiful and quality cream liqueur."

Coole Swan first started selling in John Lewis and is still its top seller in its category. It has since launched in a range of stores including O'Briens, all good independent off-licences, SuperValu, Dunnes Stores and, in 2020, in Tesco. There are 22 full and part-time staff in the company, and it has plans to double its staff in the next three to four years.

As with every business, Covid has had an impact but it is also facing challenges from Brexit so being a participant on Going for Growth during 2020 was of particular value to Mary.

"The Going for Growth programme was of tremendous benefit to me. To be among so many brilliant women made me grow in confidence and allowed me to 'lean-in'. The fellow participants are like really good neighbours — they are there with you when need them but not when you don't," says Mary.

One new market Mary has her eye on is Air Force One.

"When Barack Obama was on a stopover in Shannon, he got a taste for Coole Swan and it was stocked on Air Force One during his time as US President. As Joe and Jill Biden also bought Coole Swan when they came to Shannon, we hope it might be back on Air Force One again."

