



## Alice Carroll

### Alt Liquor Co

Alice Carroll is the co-founder of Foxes Bow Whiskey. Prior to starting Foxes Bow, she worked on the brand development across North America and Europe for many of the world's top whiskey brands. After gaining extensive experience in the spirits industry, doing so for the best part of the last decade, Alice returned to Ireland in March 2020 to start a whiskey brand with a difference.

Alice felt that the barriers to people trying whiskeys frustratingly still existed, despite being highly outdated. Part of this included the idea that there's a 'right' and 'wrong' way to enjoy whiskey, or that it's a 'man's drink', two myths she was eager to dispel. She felt there was no whiskey brand that reflected a modern, progressive, contemporary Ireland that the younger whiskey consumer could identify with. And so, along with her co-founder Tony Foote and their shared irreverent spirit and lack of patience for the status quo, Foxes Bow Whiskey was created to disrupt the whiskey industry as we know it.

Since launching in Ireland in November 2021, the brand has listings in many of the top Irish retailers and bars, as well as securing a national partnership with one of Ireland's leading distributors. Their unique, disruptive approach is already catching the attention of many of the media outlets in Ireland including The Irish Times, Sunday Business Post, The Independent, The Daily Mail and many more.

Foxes Bow Whiskey has just entered its first export market and with more markets to follow later this year. Along with ambitious expansion plans in motion for their e-commerce footprint, the brand continues to go from strength to strength.

[www.foxesbowwhiskey.com](http://www.foxesbowwhiskey.com)

