



Mary Maguire

Fire&5th

Mary Maguire is co-founder of Fire&5th, an alcohol-free spirit alternative that's all about flavour, freedom and fun. Fire&5th was created in 2022 with a clear mission: to help you make the most of every moment by offering a unique choice and a new experience that just so happens to be alcohol-free.

Mary and her husband Aonghus were inspired by this exciting new drinks category and believed they could create something unique. Unlike other brands in the category, Fire&5th doesn't mimic existing alcohol or focus on its botanical or process. Instead, it emphasizes its bold personality and placebo "buzz," encouraging you to embrace your true social instincts.

Prior to launching Fire&5th, Mary was a qualitative research and insight Director at a leading Irish insight and strategy agency. She is an award-winning expert having won 4 Marketing Society of Ireland Research Awards. Mary is also a recognised leader within the marketing community and has participated in mentorship programmes including the prestigious Diageo Female Futures Fund (2022).

Since its launch, Fire&5th has been strategically seeded into many of Dublin's trendiest and most iconic bars, restaurants and hotels. It is also available across a select number of off-licenses, retail and specialty stores.

Within the next 3 years, the business is focused on further establishing the brand in Ireland and the UK before looking to other markets. Fire&5th will also continue its focus on innovation, exploring new flavours and formats to meet fast changing consumer needs in this exciting new drinks category.

www.fireand5th.com