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MR BLACK CELEBRATES SECOND BIRTHDAY WITH NEW PACK, NAME AND UK DISTRIBUTION

After two years of rapid growth, The Mr Black Spirits Company has refreshed the packaging and name of their award winning cold press coffee liqueur.

Collaborating with Manchester based graphic design company United Creatives, the team saw the opportunity to use the pack to tell more of the story about the production of Mr Black and the coffee craft that goes on inside the bottle.

“The first pack was just a placeholder – we whipped it up quite quickly – but then we won a few awards for it so it hung around a little longer than it should. Working with Chris and his team has been amazing. They really put the same craft into the outside of the bottle as what goes onto the juice inside. Chris has done some amazing work for clients like Brewdog, Fords Gin and Compass Box, so we knew he was the right man for us” says Tom Baker, director of Mr Black

“Creating the new Mr Black was certainly a challenge. We introduced a new label shape derived from a sartorial sash - the sort of thing you wear with a tux. Then we built the world of Mr Black from the inside out: some masculine typography and lots of elements and infographics, included a bespoke monogram. The new pack is still unmistakably Mr Black, yet more considered and striking on-shelf” says Chris Edmunds of United Creatives.

With a new pack came a tweaked name. Replacing cold drip with cold press might seem minor, but it was exceptionally important to the team and something they laboured over for nearly a year.

“Cold dripping is not how you reliably make realistic quantities of unoxidised coffee and there’s enough BS on the front of packs in this game. We just wanted to be real about how we make our product. The words cold press come from the 65kg basket press – stolen from a winery – that we use to assist in the extraction of our specialty coffees,” says Baker.

The new pack couldn’t come at a better time: Mr Black has just signed a distribution deal with UK premium drinks agency Lovedrinks (Goslings, Haymans, El Dorado).

“The UK is having its coffee renaissance and it’s Australians who are leading the charge. We can’t wait to get over, join in the fun and start caffeinating London” says Baker.

Kirsty Loveday, Managing Director and Founder of Love Drinks said: “Like Tom, we have been waiting to bring Mr Black to the UK for some time and are excited to see what the reaction will be. In the initial tastings we’ve held, feedback has been incredible and even our sales team have been pushing for an earlier launch as they can see the potential Mr. Black has within the drinks industry and beyond.”

Client: Mr Black Spirits Australia

Design: Chris Edmunds, United Creatives Manchester, UK

Print: Collotype

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