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Barrow's Intense Scores With Social Media, Word-Of-Mouth Marketing

by **Fern Siegel** (/publications/author/1109/fern-siegel/), 96 minutes ago



A health-conscious society revamps its food choices. But it also pays close attention to its alcohol. The craft-spirits category has risen in popularity over the last several years, in part, due to its low-ABV (alcohol by volume) count.

One of the leaders in the field is Barrow's Intense, a ginger liqueur, established in 2013.

The brand gained distribution — now in 48 states — by winning awards and word-of-mouth marketing. It also relied on social media — Facebook, Google and Instagram — along with trade sponsorship for the Speed Rack, a women's high-speed bartending competition.

And the low-key strategy clicked.

Wine Enthusiast gave Barrow's Intense its highest rating for a ginger liqueur — a big deal. It

also earned Platinum Medal-Best in Class (Liqueurs) SIP Awards; 94 Points/Outstanding, Tasting Panel, 93 Wine Enthusiasts, and Winner of the Drinkhacker Ginger Liqueur Roundup.

A small design agency handled initial branding and Don Q Rum handled marketing, which put the brand in restaurant franchises, such as P.F. Chang's and True Food Kitchen.

Josh Morton, the founder of Barrow's Intense Ginger Liqueur, says success is bottom line: "You do one thing, and you do it well."


Morton's premium liqueur is handmade with fresh Peruvian organic ginger, using a cold-press process and 200 pounds per batch. And while Morton's creation is often used in cocktails, it's gained popularity as a standalone liqueur. Its genesis was Morton's Greenwich Village kitchen, where he experimented with various flavors until he hit on ginger. The company is named for the street where Barrow's Intense was born.

Located in Brooklyn's Industry City, **Barrow's Intense (<https://barrowsintense.com/>)** boasts a boutique distillery in back and a tasting bar in front. Tours are available on request. The tasting bar, with original Art Deco fixtures and an 1890s back bar, is singular, housing the largest selection of New York State spirits in the world.

Like many entrepreneurs, Morton has seen business expand by doubling his distillery as an events space, holding a monthly Brooklyn Books & Booze, as well as a calendar of cabaret, comedy shows and dance performances.

"The challenge for a small business is getting a great idea into the world," Morton says. *Drinkhacker* would agree. It critiqued the six best ginger liqueurs in 2021 and named Barrow's Intense No. 1: "The finish is sweet heat, each side of the equation showing up in near-perfect proportions."

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Nerlich Named Global President, McCann

by [Fern Siegel \(/publications/author/1109/fern-siegel/\)](/publications/author/1109/fern-siegel/), Yesterday



Stephanie Nerlich has been named global president of the McCann agency. She reports to Daryl Lee, Global CEO of McCann Worldgroup and McCann.

Nerlich is charged with expanding capabilities in global markets. As part of her responsibilities, she will also provide leadership on the Verizon business for McCann in the U.S.

Her dual role is part of a new leadership structure created by Lee to encourage deeper collaboration and better access to resources for key clients.

Lee called Nerlich “a powerhouse in our industry. Her career is a masterclass in the business of creativity.” He also noted her “unmatched ability to bring the right teams together for clients, simultaneously driving business growth and fueling brand innovation.”

Previously, Nerlich was CEO, North America at Havas. Prior to Havas, Nerlich held business leadership roles at various agencies, including EVP at MDC Partners, President-CEO of Grey and President-CEO of Lowe Roche.

McCann was ranked in the top five networks at this year’s Cannes Lions International Festival of Creativity. Top awarded work included Mastercard’s “Where to Settle” and Microsoft’s ADLaM.

Recent agency wins include TJ Maxx, Reckitt's Durex and Air India.

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