

Clare Minnock

StoryBev Marketing



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StoryBev founder Clare Minnock is using her experience in the drinks industry to help make her clients stand out from the crowd in an increasingly competitive market. With almost a decade of work in the industry behind her, the Carlow-based entrepreneur has developed a strong understanding and in-depth knowledge of the industry and now guides her clients in identifying their brand story and what sets them apart.

The business helps drinks brands develop their messaging and storytelling, focused on creating brand narratives that connect with consumers and support growth. In a highly-regulated and ever-changing market, Clare's expertise and lived experiences prove to be a vital tool and support mechanism for her clients.

Before setting up StoryBev, she was Head of Brand for two Irish whiskey brands, where her work included everything from brand and product development, packaging and narrative refreshes, to new labelling regulations and market activations.

Since establishing the company, Clare has built a strong network of clients within the Irish drinks industry. Her client list continues to grow, with her work helping small and medium-sized drinks brands identify their priorities, sharpen their focus and messaging, and create marketing plans that can be delivered in a realistic way.

Clare applied for ACORNS in 2025 and her participation on the programme came at an important stage for her. She now has the opportunity to look more strategically at the business overall with the mentorship, support and collaboration on the programme giving her key learnings on how to shape its future direction and growth potential.

Moving forward, Clare plans to expand her operations beyond Ireland. As consumer preferences shift and people drink differently, she sees an opportunity for her business to continue its already strong work in the sector. With that, she will look to expand her client base in the non-alcoholic, alcoholic-adjacent and functional drinks markets including products such as zero alcohol alternatives, ready-to-drink beverages and electrolyte drinks - broadening StoryBev's reach from alcohol brands into the wider beverage sector.

Providing early stage female entrepreneurs, living in rural Ireland, with the knowledge, support and networking opportunities to meet and even exceed their current aspirations.



An Roinn Talmhaíochta,
Bia agus Mara
Department of Agriculture,
Food and the Marine