

Subject Line: Ben & Jerry's Rein-cone-ated Dublin Mudslide with a New Spirit: Wheyward Spirit!

Hi Journalist,

I hope your week is going well. I wanted to share with you that **one of Ben & Jerry's most loved flavors is back for good, now with a new spirit: Wheyward Spirit!** Dublin Mudslide, an Irish cream ice cream with chocolate chip cookies and coffee fudge, has returned and is in stores now! Ben & Jerry's has teamed up with Wheyward Spirit to introduce a refined flavor with their award-winning spirit made from whey. I am happy to send a sample of Wheyward Spirit and a Ben & Jerry's pint coupon. I also have Emily Darchuk, Founder and CEO of Wheyward Spirit, available for interviews.



Wheyward Spirit is the first of its kind **distilled specialty spirit** sustainably produced from whey, where you can taste a difference and make a difference. Every bottle generates a lower carbon and water footprint to deliver a sustainable impact by tapping into one of the nation's most underutilized byproducts: **less than half of the 100 billion pounds of whey generated annually is fully used.** Wheyward Spirit is mission-driven and impact-focused.

In 2004, the original Dublin Mudslide was released as a Limited Batch. It quickly became a fan favorite. It was put to the Flavor Graveyard almost immediately (in 2007), where ice cream lovers have paid their tributes ever since. The new flavor portrays a long-haired Scottish Highland called Magnificent, Wheyward Spirit's mascot, holding tails with Ben & Jerry's famous cow. **This is the first time the Ben & Jerry's cow has shared space on a pint with another bovine.**

Please let me know if you would be interested in covering this story. If you are interested in speaking with Emily Darchuk, Founder and CEO of Wheyward Spirit, let me know. I am happy to coordinate! Feel free to reach out if you have any questions. I look forward to hearing your thoughts!

Best,
Marisa

About Wheyward Spirit:

Wheyward Spirit comes from an authentic pride in being a premium whey-based spirit and from our "Wheyward" mentality to buck the status quo and do things differently for the right reasons, from our flavorful and versatile offering, to our sustainable farm-to-flask production. We invite people to take time

to savor our flavor and appreciate the journey and positive impact that both serves the greater good and guarantees a good time. Instagram: @wheywardspirit Facebook: @Thewheywardspirit

Follow Up:

Hi Journalist,

I hope your week is going well! I wanted to follow up and make sure you saw the press release officially announcing the partnership between Wheyward Spirit, the first of its kind distilled specialty spirit sustainably produced from whey, and Ben & Jerry's. Dublin Mudslide, a fan-favorite flavor back from the flavor graveyard, is now incorporated with Wheyward Spirit to introduce a refined flavor. This is a groundbreaking new partnership for the **female-founded spirit company in the male-dominated alcohol industry**. The press release is linked below.

[Ben & Jerry's Raises the Dearly De-pinted from the Flavor Graveyard](#)

Please let me know if you would be interested in covering this story. If you are interested in speaking with Emily Darchuk, Founder and CEO of Wheyward Spirit, let me know. I am happy to coordinate!

All the best,
Marisa

NTL TV:

Subject Line: Guest Booking: Woman-Owned Spirit Company Wheyward Spirit, Partnered with Ben & Jerry's for Dublin Mudslide

Hi Journalist,

Good morning! I am reaching out to you today as [Wheyward Spirit](#), the **woman-owned, operated, and distilled spirit company sustainably produced from whey**, recently announced their partnership with Ben & Jerry's. Dublin Mudslide, a fan-favorite flavor back from the flavor graveyard, is now incorporated with Wheyward Spirit to introduce a refined flavor. This is a groundbreaking new partnership for the **female-founded spirit company in the male-dominated alcohol industry**. I have Emily Darchuk, Founder and CEO of Wheyward Spirit, available for an interview on the show.



Wheyward Spirit is the first of its kind **distilled specialty spirit** sustainably produced from whey, where you can taste a difference and make a difference. Every bottle generates a lower carbon and water footprint to deliver a sustainable impact by tapping into one of the nation's most underutilized byproducts. Emily's mission for Wheyward Spirit is that it is mission-driven and impact-focused, bringing the ethos of the natural food industry into the spirit industry.

Emily, who is mentored by Stonyfield Farm's co-founder Gary Hirshberg, first forged her career as a food scientist in the natural food and dairy industry before disrupting the liquor sector through her ingenuity and commitment to sustainable spirits. As Wheyward Spirit and Ben & Jerry's have a mutual goal to bring more **sustainable spirits** into the market through their platforms, they formed a natural partnership to launch an ice cream flavor together. Both companies also emphasize **sustainability and innovation** in their respective spaces, and the smooth and creamy texture of Wheyward Spirit makes it the perfect addition into ice cream.

Please let me know if you would be interested in covering Emily Darchuk closing the gender gap in the spirits industry for Women's History Month. I am happy to coordinate Emily's appearance on the show. Feel free to reach out if you have any questions. I look forward to hearing your thoughts!

Best,
Marisa

About Wheyward Spirit:

Wheyward Spirit comes from an authentic pride in being a premium whey-based spirit and from our “Wheyward” mentality to buck the status quo and do things differently for the right reasons, from our flavorful and versatile offering, to our sustainable farm-to-flask production. We invite people to take time to savor our flavor and appreciate the journey and positive impact that both serves the greater good and guarantees a good time. Instagram: @wheywardspirit Facebook: @Thewheywardspirit

Hi Journalist,

Happy Friday! I wanted to follow up and see if you are interested in having Emily Darchuk, Founder and CEO of Wheyward Spirit on the show to talk about her new partnership with Ben & Jerry's. This is an exciting new partnership for the female-founded spirit company in the male-dominated alcohol industry. I am also happy to send samples if you are interested in talking about the partnership on the show.

My initial email with all the details is below. Please let me know if you would be interested in doing a segment on the show. I am happy to coordinate an interview or samples!

All the best,
Marisa