

Monthly Meeting - If you don't know what you can't do, you can do anything!

Who invented Bailey's Irish Cream? The answer was provided by David Gluckman who was the speaker at the last u3a zoom meeting. David was born in South Africa and came to the U.K. in 1961 to begin what became a highly successful career in global advertising.

He stated there were 2 formative influences in his career. The first was when he joined Proctor and Gamble whereas 'Mr Clean' he was employed to sell soap. The second was when he was closely connected with the successful development and marketing of Kerrygold Irish butter. He was then convinced he would be better employed as a middleman and working in his own company. Over many years he worked on the development and marketing of national and international brands to a brief from clients.

He was asked to develop a new Irish drink for export. So began the development of Irish Cream. Cream was mixed with Irish Whiskey, a drink which was much improved when drinking chocolate and sugar were added. The client produced a gold label, and the product became Bailey's Irish Cream. Considered a 'girly drink' by some, the drink became very successful and in 2019, 7.1 million cases were sold with a brand value of \$1.7m.

Do you remember le Piat D'Or? In the 1970s wine drinking became much more popular in the U.K. David was given a brief to develop a wine which would be acceptable to most people and Piat D'Or was born with a gold label similar to the gold label on the trendy cigarette packet of Benson and Hedges. Piat D'Or red was produced using red grape juice.

He was asked if he could develop a drink which could be compared with drinking Guinness though a creamy head. David came up with Sheridans, the drink with 2 bottles pouring at the same time, with cream in one and alcoholic drink in the other. In 2019, Sheridans had a turnover of \$98m.

David went on to describe other global brands he had been involved with. Looking back over his career he said that product development was often simple and could be summed up in the expression 'seeing the obvious with fresh eyes'. Since retiring 3 years ago David has written his self-published autobiography entitled 'That S - - - will never Sell.' This was an engaging autobiography from a very successful creator of drinks who had faith when others poured scorn on his ideas.

The vote of thanks was given by Celia Chapple. The next zoom meeting is on Thursday 27th May when David Dean will be speaking on 'Myths and Legends of the North East'. For more information about u3a, visit the website www.teesdaleu3a.org.uk.

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