# Conor McGregor’s bold expansion into energy drinks and politics amid brand controversies



Conor McGregor, the charismatic Irish fighter renowned for his achievements in mixed martial arts, continues to forge a path in the business world that defies conventional wisdom and critiques. Rather than fading into obscurity after stepping away from the Octagon, McGregor has demonstrated a remarkable ability to cultivate a diverse portfolio that extends beyond his fighting career. Rather than strictly adhering to a prudent financial philosophy, he is boldly carving out a legacy characterised by ambitious ventures, including a notable entry into the energy drink market.

In October, McGregor announced his partnership with Utah-based Bucked Up, a company known for its energy drinks and pre-workout supplements. This collaboration birthed a new sub-line called "Notorious Bucked," igniting curiosity among fans and industry experts alike. McGregor took to social media to celebrate the success of this venture, boasting about the sale of over 61,000 cases—or 732,000 cans—within just a month. In his typical flamboyant style, he remarked on Instagram, “Business is BOOMING! Victory for IRELAND,” also suggesting that sales figures could have been even higher had he not maintained a low profile during the launch.

His foray into the energy drink category isn't McGregor's first engagement with beverage branding; he previously represented Monster Energy, albeit in a more traditional endorsement role. However, his partnership with Bucked Up feels more significant, signifying a deeper investment in the brand where he has full ownership stakes rather than simply lending his likeness. This pivot towards a more integrated business model reflects his understanding of market dynamics and consumer preferences in a highly competitive sector.

Simultaneously, McGregor hasn't slowed down in other areas of his business empire. His Irish whiskey brand, Proper No. Twelve, previously sold a majority stake for up to $600 million to the beverage company Proximo Spirits. Despite the lucrative deal, he retained a prominent spokesperson role. However, a recent court ruling in which he was found liable for a sexual assault has since led Proximo to distance itself from McGregor, removing his image from marketing efforts and triggering major retailers in Ireland to pull the whiskey from their shelves. This stark turn of events raises questions about the sustainability of the brands associated with him and the impact of personal controversies on business success.

Amidst these tumultuous developments, McGregor remains focused on his business pursuits. He recently surprised fans with the launch of a gourmet popcorn line, intriguingly dubbed “The Mac’s go-to snack,” at a Bare Knuckle event. This move illustrates his knack for capitalising on various trends within the food and beverage industry, further diversifying his portfolio.

However, McGregor's ambition extends beyond business; he has recently expressed a keen interest in politics. Declaring his aspirations to restore what he perceives as a diminishing “Irishness” in Ireland, he has openly critiqued the government over issues related to immigration. While his past has been shadowed by controversy, he insists that his motivations are rooted in a genuine desire for peace and prosperity for his fellow countrymen. “I want peace, preference, and prosperity for the citizens of Ireland,” he stated in a recent interview, asserting his commitment to the nation despite ongoing backlash from some political figures, including a parliamentary member who labelled him a “misogynist and a thug.”

As McGregor navigates this dual journey of entrepreneurship and political ambition, it remains to be seen how his future unfolds. Will he be able to reconcile his tumultuous public image with his desire for political respectability? His capacity to adapt and overcome challenges will undoubtedly shape his ongoing legacy, whether within the business realm or the political arena. As he charts this evolving landscape, McGregor remains an undeniably compelling figure, embodying the complexities of celebrity, ambition, and public perception in modern society.

### Reference Map

1. Paragraphs 1, 2, 3, 4, 5, 6, 7
2. Paragraphs 2, 5, 6
3. Paragraphs 4, 5, 6
4. Paragraphs 4
5. Paragraphs 1, 2, 3
7. Paragraphs 4, 6

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## Bibliography

* <https://www.essentiallysports.com/ufc-mma-news-chasing-one-trillion-dollar-market-conor-mcgregors-business-crosses-stellar-milestone-as-ufc-star-adds-to-two-hundred-million-dollar-net-worth/> - Please view link - unable to able to access data
* <https://www.cbssports.com/mma/news/conor-mcgregor-sells-proper-no-twelve-whiskey-brand-in-deal-worth-up-to-600m/> - In April 2021, Conor McGregor and his business partners sold their majority stake in Proper No. Twelve Irish whiskey to Proximo Spirits for up to $600 million. Proximo Spirits, which also owns Jose Cuervo and Bushmills, had previously held a 49% stake in the brand. Despite the sale, McGregor remained the company's spokesperson and continued to appear in television commercials for Proper No. Twelve.
* <https://www.mmafighting.com/2024/11/26/24306449/conor-mcgregor-no-longer-proper-twelve-product-pulled-major-irish-retailers-sexual-assault-verdict> - Following a 2024 Dublin court case where Conor McGregor was found liable for a 2018 sexual assault, Proximo Spirits announced it would no longer use McGregor's name or likeness in marketing Proper No. Twelve Irish Whiskey. Major Irish retailers, including Tesco and SuperValu, also removed the product from their shelves in response to the verdict.
* <https://www.coca-colahellenic.com/en/media/news/brands/2023/conor-mcgregor-enters-the-ring-of-the-bulgarian-whiskey-market-with-his-proper-n-twelve-irish-whiskey> - In May 2023, Coca-Cola HBC Bulgaria became the official distributor of Conor McGregor's Proper No. Twelve Irish Whiskey in Bulgaria. This marked the first and only Coca-Cola HBC market to launch the brand, expanding its international presence.
* <https://www.prnewswire.com/news-releases/bucked-up-names-multiple-weight-mma-champion-conor-mcgregor-as-new-brand-ambassador-302266224.html> - In October 2024, Conor McGregor partnered with Utah-based company Bucked Up to launch the 'Notorious Buck' line of energy drinks and supplements. The collaboration introduced new flavors, including Irish Apple and Orange, inspired by McGregor's Irish heritage.
* <https://www.tmz.com/2024/11/26/conor-mcgregor-proper12-split/> - Following a civil case in which Conor McGregor was found liable for a 2018 sexual assault, Proximo Spirits announced it would no longer use McGregor's name or likeness in marketing Proper No. Twelve Irish Whiskey. The decision led to the removal of McGregor's image from the brand's marketing materials.
* <https://www.theceomagazine.com/business/coverstory/conor-mcgregor-athlete-entrepreneur/> - Conor McGregor has expanded his business ventures beyond the UFC, including the sale of Proper No. Twelve Irish Whiskey to Proximo Spirits for $600 million. He has also entered the hospitality industry with the purchase of The Black Forge Inn in Dublin and launched Forged Irish Stout. Additionally, McGregor has ventured into the entertainment industry with a role in the remake of 'Road House' alongside Jake Gyllenhaal.