

Gunpowder Irish Gin renews Duty Free Global's contract for six years



Gunpowder display at Dublin Airport Aer Rianta International

[Duty Free Global](#) said [The Shed Distillery](#) has confirmed its contract to represent [Drumshanbo Gunpowder Irish Gin](#) in the global travel free channel for a further six years.

Gunpowder has been a major success story in the channel since its start in 2016. It was recently awarded "Spirits Brand of the Year" 2022 by Wine Enthusiast in the United States.

The brand is available in more than 80 countries and is listed with operators like Aer Rianta, DFS in the America's, Dubai Duty Free, Lotte Singapore, Heinemann, Dufry, Lagardere and Tallink amongst others.

Pat Rigney, Managing Director and Founder of The Shed Distillery said, "The goal at The Shed Distillery has always been to create remarkable brands that can compete, on a global scale, with the best in the world. To achieve this, we need partners with a similar mindset and aligned values. Barry and the team at Duty Free Global truly reflect the Shed style of agility and passionate dedication.

"The travel retail channel has been key in the growing success of Drumshanbo Gunpowder Irish Gin, which is providing employment to over 80 staff members back in Drumshanbo. We have no doubt that the proud work carried out by Duty Free Global has contributed towards the recent win of 'Spirit Brand of the Year' at The Wine Enthusiast's Wine Star Awards in San Francisco. We are very proud to continue our collaboration with Duty Free Global into the future."

Barry Geoghegan, Founder of Duty Free Global said, "We have journeyed together for the last seven years and the reaction to Gunpowder, the gin inside and the incredible packaging is second to none. Operators recognize that quality and care that has been shown by the team at the Shed Distillery and being named as 'Spirits Brand of the Year' is a true testimony to the passion of Pat Rigney and all who work for the Shed Distillery. We are very proud to represent an Irish brand of this caliber in duty free and are excited to grow the brand further in the channel. DFS will be launching the new Gunpowder Californian Orange Citrus in their key airports - San Francisco, Los Angeles, and New York this Spring. The Shed Distillery also has extraordinary innovations coming down the track which we can't wait to introduce our partners to."

Duty Free Global and The Shed Distillery will be attending the upcoming Summit of the Americas in Palm Beach from April 17 to 19, and TFWA Singapore May 7 to 11, and are looking forward to meeting brand partners and operators, reads the press release.