

# Halewood extends Dead Man's Fingers range with Blue Raspberry Tequila Cream Liqueur



Introducing Dead Man's Fingers Blue Raspberry Tequila Cream Liqueur

Halewood Artisanal Spirits has expanded its highly popular Dead Man's Fingers offer in travel retail with a new Blue Raspberry Tequila Cream Liqueur.

Launching in May through UK airports with Avolta, this smooth, luxurious new addition to the Dead Man's Fingers Range is a velvety cream liqueur that has aromas of fresh Raspberries and is bold in flavor as it is in color.

Eamon Prunty, Halewood Global Travel Retail Director, said, “The Dead Man’s Fingers brand was conceived to throw everything we associated with rum out of the window, rejecting tradition in favor of flavor. The incredibly rapid success of the brand has seen the portfolio expand, not just with an exceptional range of flavors, but also into another on-trend category: Tequila Creams.”

Like rum, tequila is not generally associated with exotic flavors, but Dead Man’s Fingers has shown that its award-winning Tequila Reposado provides a superb base for cream liqueurs including Black Cherry, Mango, Strawberry and new Raspberry.

“With Dead Man’s Fingers we created a new flavored rum sector that is proving to be a winner with travellers everywhere,” Prunty added. “Now we’re proving that flavored Tequila Creams have the same appeal. Blue Raspberry Tequila Cream liqueur is selling well beyond our expectations on the domestic market, and we expect the new flavor to be equally popular with travelling consumers.”

The launch will be supported by activations throughout Avolta’s UK airports during 2024.