

SipWell named Isle of Harris Distillery's global travel retail distributor



The Isle of Harris Distillery is an important employer on the remote Outer Hebridean island

Isle of Harris Distillery has named SipWell Brands as its exclusive global travel retail distribution partner following its success at the 2024 Scottish Whisky Awards, where it captured "Distillery of the Year" among multiple honors.

Founded in 2015 on the remote Outer Hebridean island with fewer than 2,000 inhabitants, Isle of Harris Distillery was established to create sustainable employment and support the local economy. The operation now provides jobs for over 50 islanders while producing its award-winning gin and The Hearach single malt whisky.

The immediate partnership with premium drinks specialist SipWell Brands, founded in 2019, will support Harris' expansion plans. SipWell's portfolio includes HINE Cognac, Lind & Lime Gin, The Lost Explorer agave spirits and various whiskies including Nc'nean, Stauning and Kilchoman.



The Hearach, named for Harris natives in Scottish Gaelic, is entirely produced on the island by locally trained staff. The lightly peated, non-chill filtered whisky matures in first-fill bourbon, oloroso and fino sherry casks, delivering fruit and floral notes with a long, smoky finish. It recently won Newcomer of the Year and Product Launch of the Year at the Scottish Whisky Awards

The distillery's distinctive bottle design houses both The Hearach and Isle of Harris Gin. The gin features hand-harvested Sugar Kelp seaweed from local sea lochs among its nine botanicals, creating a smooth spirit with dry coastal notes.

"Every bottle of Isle of Harris Gin or The Hearach that we produce reflects the character and spirit of our wonderful island, our people and our heritage," says Simon Erlanger, Managing Director of Isle of Harris Distillery. "The team at SipWell have shown a true understanding of our values and how we operate and how that translates to travel retail."

Andrew Torrance, co-owner of SipWell Brands, adds, "What the team at Isle of Harris has achieved in just under a decade is nothing short of remarkable. Their products are deservedly now attracting accolades from all over the world and so now is the perfect time for us to take them to discerning customers through the travel retail sector, where we know they will also be a major hit."