

Simon Cowell Announces Partnership With Miami-Based Harry Blu's Spirit Portfolio

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Miami-based HARRY BLU'S® brings Simon Cowell on board HARRY BLU'S®

We all know the reputation international celebrity and TV personality Simon Cowell has created for himself. He's a no-

nonsense, truth teller with very strong opinions — so when he approves or gives praise, it's no easy feat. There's no denying he's discovered some incredible talent from One Direction to Leona Lewis — the list is an impressive one.

And now we can add Harry Blustein and HARRY BLU'S® to the list as Cowell recently joined forces with the growing brand. Each bottle of this Miami-based spirit reads *“Talented enough on the rocks or with your favorite cocktail”* making the partnership with Cowell seem like it was totally destined to be.

The idea of what would become the brand HARRY BLU'S® was inspired by the decades Blustein spent traveling the world, indulging in what he says was “the finest food and drink he could find — regardless of where he found himself.” During this time he discovered he had a fondness for gin.

A few years ago, Blustein found himself looking for a new passion project to dedicate himself to, and that's when he began working with a local distillery to start producing his own signature gin.

“I'm not a mixologist, nor do I pretend to be a master distiller,” says Blustein, a self-proclaimed serial entrepreneur and spirits geek. “But I know quality and I know flavor and the gin we make is as flavorful, complex, and as enticing as this city itself.”

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With a proprietary recipe incorporating juniper, elderberry, elderflower, citrus, and several spices from around the world, HARRY BLU'S® small batch gin officially launched in 2019. HARRY BLU'S® has already racked up some serious accolades, including multiple awards from [SIP](#) (2020 and 2021) as well as a “Double Gold” from [The FIFTY Best](#).

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Harry Blustein JOSE MAGO

Sticking with finding inspiration from his travels as a young man, Blustein released HARRY BLU'S® vodka. This six-time distilled ultra-pure vodka is super smooth on the palate with 40% ABV making it 80 proof. Similar to the gin, it's ideal for cocktails, but also can be enjoyed neat if you so desire. Additionally, the portfolio

also makes a botanical vodka, that's as smooth as the original but features an herbaceous finish.

Plans for HARRY BLU'S® include an expansion of their offerings beyond gin and vodka, as well as market penetration outside Florida. With Cowell on board, the brand aims to tap into his savvy business sense, international reach, and passion for excellence.

“We couldn't be prouder to have Simon onboard as a partner,” says Blustein. “To say he has ‘discerning tastes’ is putting it lightly. To get his stamp of approval and have him join the HARRY BLU'S® family means the world to us and with his help we're ready to introduce our fine spirits to a wider audience.”

I got the chance to chat with Cowell about how he got involved with the brand and what he likes most about it. Here's how it went.

Amber Love Bond: How did HARRY BLU'S get on your radar and how did the partnership ultimately come about?

Simon Cowell: A colleague of mine introduced me to Gina Ford who is a family friend of Harry's. Gina told me I would be a perfect fit for a luxury spirits brand. They're a small company, very ambitious and are expanding. I tried the product - and loved it! I then had a zoom with Harry and the team, really liked them and we agreed to work together.

ALB: You're known (and loved) for having strong opinions, what was it about HARRY BLU'S that gave it your approval?

SC: Well firstly, their product is amazing (in my opinion). Secondly, I thought the design of their bottles was absolutely beautiful, almost like art. I also like working with people who are passionate and as soon as we had our first Zoom, I realized, as a small company competing in a big market that this was something that would be exciting for me. Also, I really like the people and not that I'm an expert, but I think that their product tastes better than I've ever tasted.



HARRY BLU'S® currently has three products: a gin, a vodka, and a botanical vodka HARRY BLU'S®

ALB: Now that you're on board with the HARRY BLU'S team - do you have any exciting plans for the growth of the brand?

SC: These people are the experts, I'm happy to be a part of this company. My gut feeling is that they have a great future ahead of them.

ALB: What's your favorite way to enjoy the vodka? And how about the gin?

SC: I do make the best vodka, lime and soda in the world and also the best gin, lime and soda in the world. I really really do.

We bet you do, Simon Cowell. HARRY BLU'S® is available for purchase nationally and internationally via their website www.harryblus.com and from retailers throughout Florida, including ABC Fine Wine & Spirits, Total Wines & More, and several independent shops.

“With Simon’s larger-than-life personality and international profile, I’m hopeful we can bring HARRY BLU'S® to the multitudes. We’re blessed to have met Simon and have his support and are excited about what the future holds,” adds Blustein.

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