

August 24, 2023 · MIAbites Team

America's Got Spirits: Simon Cowell x HARRY BLU'S® spirits



As anyone who has auditioned for him can attest, drawing praise from Simon Cowell is no easy feat. After all, the English-born entertainment industry impresario and TV personality practically set the template for the “blunt truth teller” on his popular “American Idol “ and now “America’s Got Talent” reality talent shows.

Blustein, a self-proclaimed “serial entrepreneur” and spirits geek who started HARRY BLU’S® in 2019.

It is quite fitting that Cowell is a part of this project. After all, each bottle of HARRY BLU’S® reads

“Talented enough on the rocks or with your favorite cocktail”.



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 and Spirits, Total Wines and many independent shops.

Plans for the brand – buoyed by Cowell’s brand-building savvy, exacting

Says Simon: “I was thrilled when I was asked if I would like to join the Harry Blu brand. The sheer number of awards they have won is a testament to the quality of their product. They are an incredibly dedicated small team with great taste and passion that has built their business. I am excited to be part of the next phase of their growth.”

This collaboration signals big things for 2023 and beyond for the local Miami created craft spirits brand.



Blustein launched his original HARRY BLU'S® gin in 2019, with vodka and a botanical vodka based on Blustein's recipes becoming part of the portfolio in 2021.

HARRY BLU'S® is already found in some of Miami's top bars and



Having traveled the world, and developing a fondness for gin – and always on the lookout for a new passion project to dedicate himself to, Blustein aligned himself with a local Miami distillery to begin producing his own signature gin.

“I’m not a mixologist, nor do I pretend to be a master distiller,” says Blustein, “but I know quality and I know flavor and the gin we make is as flavorful, complex and as enticing as this city itself.” With a proprietary recipe incorporating juniper, elderberry, elderflower, citrus and several spices from around the world, HARRY BLU’S® small batch gin is one of the industry’s smoothest at 41% ABV and 82 proof.

HARRY BLU’S® is based in Miami. For more information visit

• • • • •



COMMENTS (0)

Newest First

[Preview](#) [Post Comment...](#)

Sunday Brunch: Exploring Quinto's Innovative Brunch de Barrio Experience



August 23, 2023

OUR FRIENDS



US

[ABOUT US](#) [CONTACT US](#) [ADVERTISE](#) [OUR CONTRIBUTORS](#)

