



NEWS

Simon Cowell invests in Harry Blu's spirits

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By Nicola Carruthers

The *X Factor* creator Simon Cowell has moved into the spirits sector after joining Miami-based gin and vodka brand Harry Blu's as a co-owner.



Music mogul Simon Cowell has made his first move into spirits with Miami-based brand Harry Blu's

English television personality Simon Cowell, known as the creator and judge on television shows such as *Britain's Got Talent* and *American Idol*, said he was "thrilled" to be asked to join Florida-based spirits producer Harry Blu's.

Cowell said: "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."

Harry Blu's was founded in Miami by Harry Blustein in 2019.

The brand will use Cowell's 'brand-building savvy, exacting business sense, international reach and passion for excellence' to expand Harry Blu's into other spirits categories and in markets outside of Florida.

"We couldn't be prouder to have Simon onboard as a partner," Blustein added. "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.

"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."

Harry Blu's began producing gin in 2019 before expanding into vodka in 2021, including a botanical-based vodka.

The brand's products are available in the Miami on-trade, including LPM and Leku. Harry Blu's is also available to buy online in the US and globally through its website, as well as in Florida-based retailers such as ABC Fine Wine & Spirits, Total Wines & More, and independent stores.

Cowell joins the likes of actors [Kate Hudson](#), [Jason Momoa](#), Dan Aykroyd and [Jeremy Renner](#) in the vodka category.



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