



Simon Cowell Partners with Harry Blu's Spirits

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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” that is so ubiquitous in pop culture. Understanding that makes Cowell’s recent partnership with HARRY BLU’S® spirits, founded and created by Miami’s Harry Blustein, that much more significant.

“We couldn’t be prouder to have Simon onboard as a partner,” says Blustein, a self-proclaimed “serial entrepreneur” and spirits geek who started HARRY BLU’S® in 2019. “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.”

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” and who is more in tune with discovering talent than the creator of “Got Talent” himself? “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.

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 many independent shops. Plans for the brand – buoyed by Cowell’s brand-building savvy, exacting business sense, international reach and passion for excellence – include an expansion of their offerings beyond gin and vodka, as well as market penetration outside Florida.

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.”

Since Simon is known for discovering more of the world’s greatest entertainment talent than any other single individual on the planet through his global TV franchises, “Got Talent” and “The X Factor,” Simon is an unparalleled expert at the discovery of ‘diamonds’ amongst everyday people, spanning from global superstars like One Direction to Susan Boyle, Leona Lewis to Grace VanderWaal, and hundreds more, and this collaboration signals big things for 2023 and beyond for the locally created craft spirits brand.

Though not yet a household name nationwide, HARRY BLU’S® has been gaining momentum in Florida since Blustein launched with his original gin in 2019, growing exponentially not just in reach but in offerings. Vodka and a botanical vodka based on Blustein’s recipes became part of the portfolio in 2021. HARRY BLU’S® is already found in some of Miami’s hottest bars and restaurants, including LPM Restaurant and Bar and LEKU. For a complete list see [HERE](#). In addition, the brand has racked up some serious accolades, including multiple awards from [SIP](#) (2020 and 2021) as well as a “Double Gold” from [The FIFTY Best](#).

The seeds of what would become HARRY BLU’S® the brand were sown over decades as Harry traveled the world, indulging in “the finest food and drink I could find regardless of where I found myself.” 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 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. Whether in a cocktail or neat, it is a gin worth savoring.

Remembering wild times as a younger man eating and drinking his way around the world, he set out to create a vodka that evoked those incredible taste memories and sensations. In 2021, HARRY BLU’S® vodka made its appearance to immediate acclaim. Distilled six times, this ultra-pure vodka is flavor forward, smooth and finishes nicely on the palate; 40% ABV, 80 proof. Like the gin, it can be enjoyed neat or in a cocktail. For a unique twist on vodka, HARRY BLU’S® now has a botanical vodka in its portfolio, as smooth and nuanced as the original with a refreshing, herbaceous finish, a distiller’s cut and Miami’s first.

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