# Angus-based Hipflask Spirits Partners with Morrisons for Expanded Retail Presence



**Scottish Drinks Producer Celebrates New Supermarket Partnership**

An Angus-based drinks producer, Hipflask Spirits, has secured a new partnership with Morrisons. Starting in early June 2024, four of the company’s bestselling products will be available in six Morrisons locations: Fort William, Auchinlea, Dundee, Perth, Gyle, and Arbroath. The products include a rhubarb and lime liqueur, cherry and vanilla gin, golden spiced rum, and raspberry-infused gin.

Hipflask Spirits was founded by entrepreneur Kim Cameron, who also established Gin Bothy. The new deal aims to make Hipflask's products more accessible across Scotland. This is the company's second major supermarket collaboration, having previously been featured in Aldi’s Next Top Product search in 2021.

Cameron expressed her excitement about the partnership, highlighting the brand’s roots in adventure and authenticity. The move comes during a period of significant growth for Bothy brands. Gin Bothy was recently included in gift bags at the 96th Oscars, and a move to new premises in Forfar has tripled their production capacity.

April Pollok, Morrisons' local sourcing specialist for Scotland, stated that the launch has received positive feedback and expressed optimism about expanding their relationship with Hipflask Spirits.