

# The Isle of Harris Needs You: Seeking a Gin Ambassador - could this be the best new job...?

Submitted by: Isle of Harris Gin

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Gin-Lover's Dream Job: The Isle of Harris Needs You

Seeking an Ambassador to represent the spirit of a beautiful, remote Outer Hebridean island just voted Happiest Place in the UK\*

#harrisenvoy

Best new job if you KNOW London and LOVE Gin. Get paid to spend time in bars and restaurants, be a Special Envoy traveling to the Isle of Harris.

Today, as they prepare to import their Outer Hebridean gin to the capital, The Isle of Harris Distillery, one of the UK's most remotely located spirit producers, is launching its search for a special individual, to take on the role of 'The Harris Ambassador to London'.

The island distillers are seeking candidates with an affinity to the elemental and unspoiled nature of the Isle of Harris, voted Happiest Place in the UK\* by the Office for National Statistics, and home of pristine Atlantic waters, swathes of white sandy beaches, rugged landscapes and the life-affirming spirit of the unique local people - The Hearachs.

MD Simon Erlanger comments: "The distillery was established to help regenerate the economy of this fragile Hebridean community, everything we do is geared to benefit our island, so the candidate must be prepared to travel to Harris and understand the place and people that inspire everything about our gin, from its unique Sugar Kelp-infused flavour to its award-winning bottle."

No formal qualifications are required but candidates should be intimately acquainted with London's finest drinking establishments and quality eateries, and eager to bring word of the distilling work being done in the Isle of Harris to the city. The successful applicant will not only be a gin devotee but will be prepared to share their knowledge and love of the Isle of Harris Gin with a new audience.

Like all effective ambassadors, this Special Envoy will have charm and charisma and exemplary communications skills and be a self-driven, natural-born organiser. It sounds like a fulfilling role, with the opportunity to be involved in a socially aware project, and the distillery is offering the chance to spend time in the Outer Hebrides with the distillery team and local community, and of course the financial rewards of a paid salary.

Getting to grips with the joys of Outer Hebridean gin, and bringing it to the big city, may not be as easy as it sounds. The first mission will be the introduction of the Isle of Harris Gin, described by experts at The Gin Foundry as 'a standard bearer for new gins and a benchmark for inspiration', to the people behind the capital's best bars, restaurants and hotels, enabling more gin lovers to sample

this small-batch spirit.

The role also requires organising and hosting of events, development of creative collaborations and generating publicity through personal connections, effective marketing and maintaining an active social media presence.

Anyone interested in the role can find out more at <https://facebook/isleofharrisdistillers> or see the full job description at [www.bit.do/harrisambassador](http://www.bit.do/harrisambassador)

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Images can be downloaded here: <https://www.dropbox.com/sh/7sgna01kj6e4re0/AAC90QSIIxfAc17E7jNZCT1qa?dl=0>

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#### NOTES TO EDITORS

\*Happiest Place in the UK

<http://www.scotsman.com/regions/inverness-highlands-islands/outer-hebrides-is-the-happiest-place-in-the-uk-1-4424138>

The Social Distillery

'For And By The People Of Harris'

<https://www.harrisdistillery.com>

The Social Distillery

The Isle of Harris Distillery's story is one of love for the Isle of Harris, its land and its people, aiming to give back much more than it takes.

The distillery was the brainchild of the now chairman, Alexander 'Burr' Bakewell, connected to the island for over 50 years and anxious to address issues surrounding the fragile local economy and a declining population. What better way to share the magic of this place, he thought, than by capturing its essence in a bottle and sending it out into the world?

Flanked by the Highlands to the east and the wild, open Atlantic to the west, the Isle of Harris Distillery is one of the UK's most remote spirit makers. The first (legal) distillery in Harris, it opened its doors in October 2015.

While their new-make spirit matures into a historic single malt whisky, the inaugural Isle of Harris Gin has already become a huge success, inspiring an enthusiastic following of gin-lovers across the world and vastly exceeding all sales expectations.

According to the Gin Foundry, "Isle of Harris Gin is the new benchmark that should be used for

inspiration, the new litmus test to which many will be compared. It shows that time, care and diligence are imperative factors when creating a new product.”

The London Gin Club states, “The distillers set out to capture the elemental and maritime nature of the Isle of Harris and this gin, from the bottle to the glass, does just that. A genuine sweet-savoury gin, which is quite rare if not unique.”

True to its mission, the distillery team is made up entirely of local residents, all five of the distillers completely new to the industry and trained to become first generation of Harris whisky makers. The spent barley is given to the crofters to feed the island’s cattle and the community Nosing Panel meets regularly to check the quality of its spirits.

## Connection

A highly unusual policy of only selling from their distillery and online shop provides the opportunity to connect directly with their customers, enabling them to share what makes their work and home so special and draw new people to visit the island. Full embracing social media, the distillery is sharing its story in a deeply honest and open way from its remote location to a wider world.

## Isle of Harris Gin

The inclusion of hand-dived Sugar Kelp, gathered sustainably from around their pristine shores, speaks of this remote island’s connection to the sea. While working with eight other carefully chosen botanicals, the distillers have created a fresh, smooth and complex gin. The award-winning bottle, designed by the Stranger & Stranger agency, captures the beauty and elemental nature of Harris, evoking the sands of Luskentyre, the woven twill of Harris Tweed and the ever-changing light of the Outer Hebrides.

## Facts

Opened: Oct. 2015

Employs: 20 local residents

First gin produced: Sept. 2015

First whisky spirit produced: Dec. 2015

No. of visitors 2016: 69,000

Prince Charles visit: Oct. 2016