

Blackwoods Secures Buzzworks Listings Across Scotland



Blackwoods Vodka and Gin has secured new listings with Buzzworks Holdings, the award-winning Scottish hospitality operator.

Buzzworks operates 22 bars and restaurants across Scotland and is widely recognised for quality food and drink served in stylish surroundings. Eight sites are located within an hour of the Blackwoods Distillery, creating a strong opportunity to strengthen brand awareness and support guest engagement.

Following a competitive tender process, Blackwoods Vodka has secured cocktail listings across all 22 locations in two serves - the Pomstar Martini and Bloody Mary - and has also been selected for the Bradsell Espresso Martini in three Lido venues. In addition, Blackwoods Gin and RedLeg Spiced Rum have been listed on their respective spirits menus.

Commenting on the listing, Marketing Director, Sarah Kingsbury, said: "These listings expand Blackwoods' on-trade presence in Scotland and introduce the brands to a well-respected operator with significant reach.

The Blackwoods team will work closely with Buzzworks to support the launch through agreed marketing activity, with a focus on visibility in venues and encouraging trial."

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