# Badachro Distillery aims to expand its footprint in the on-trade market



Scotland's Badachro Distillery is set to enhance its presence in the on-trade market, specifically targeting pubs and bars across the central belt. Established in 2016 by Gordon and Vanessa Quinn, Badachro currently operates with a small team of eight, including their daughter Ashley who serves as the brand ambassador.

Flagged by its flagship product, Badachro Gin, which has established a solid following in the Highlands, the distillery is now prioritising the expansion of its Puffin range in the central belt venues. Notably, the Dancing Puffin Vodka and the newly launched Surfing Puffin Rum are key products in this strategy.

The award-winning Dancing Puffin Vodka undergoes a meticulous production process, being copper pot-distilled and then filtered five times. Surfing Puffin, added to the portfolio last year, is crafted from a blend of three Caribbean rums, followed by the infusion of heather, myrtle, and Seville orange. Gordon Quinn commented on the strategy behind their products, stating, “The Badachro gins are artisan products that are very much designed around provenance. The Puffin spirits are more commercial lifestyle brands.” This differentiation positions Badachro as a versatile player in the spirits market, appealing to a variety of consumer preferences.

In a strategic move aimed at strengthening its positioning in the competitive rum segment, Badachro Distillery is looking to set Surfing Puffin apart from sweeter rums prevalent in the market, highlighting the balance derived from the herbal notes of myrtle and the tartness of Seville orange.

The company's ambition extends beyond its current offerings; it plans to enter the small-batch single malt whisky market later this year under the Bad na h-Achlaise brand, with first barrels expected to be filled before the year's end.

To amplify its footprint in the independent on-trade sector, Badachro is actively engaging with venues by offering support like activations and additional stock, encouraging them to adopt both Dancing and Surfing Puffin as house pours. These collaborative efforts indicate a commitment to fostering partnerships within the hospitality industry, potentially leading to increased brand loyalty and consumer interest.

These spirits are available for purchase directly from the distillery and various wholesalers, including Inverarity Morton, Williamson, Sutherland Bros, Select Drams, and Ellis Wines. As Badachro Distillery continues to navigate its growth trajectory, its strategic focus on the on-trade market is poised to yield fruitful results amidst a growing trend in spirit consumption in Scotland.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://www.badachrodistillery.com/our-story/> - This URL supports the claim about Badachro Distillery's establishment by Gordon and Vanessa Quinn and provides background on their journey and the distillery's products.
* <https://www.badachrodistillery.com/our-story/> - It also corroborates the information about Badachro Gin and the distillery's focus on local botanicals.
* <https://lardermag.co.uk/badachro-distillery-introduces-golden-rum-inspired-by-the-scottish-highlands/> - This article supports the claim about the launch of Surfing Puffin Rum and its unique flavor profile, which includes heather and myrtle.
* <https://www.badachrodistillery.com/contract-spirits/> - This page provides information on Badachro Distillery's capabilities in developing bespoke spirits, which aligns with their strategic expansion plans.
* <https://www.badachrodistillery.com/our-story/> - It further explains the distillery's commitment to quality and local ingredients, which is central to their brand identity.
* <https://lardermag.co.uk/badachro-distillery-introduces-golden-rum-inspired-by-the-scottish-highlands/> - This article also mentions the distillery's ambition to differentiate its products in the market, particularly with Surfing Puffin Rum.
* <https://sltn.co.uk/2025/03/18/badachro-distillerys-puffins-poised-to-become-a-bigger-name-in-the-on-trade/> - Please view link - unable to able to access data