



Systembolagets  
artnr.

80531

# The Pogues Irish Whisky

**Irland**

**Typ:** Sprit

**Producent:** Halewood International, [halewood-int.com](http://halewood-int.com)

**Produkt:**

The Pogues Irish Whiskey finns att beställa på Systembolaget. [8053101](#)

**Producent:**

Halewood Wines & Spirits has grown from a small a start-up, to becoming the UK's largest independent drinks manufacturer and distributor by volume.

In the last three years, the company has embarked upon a huge transformational change. It has created an artisanal spirits and craft beer portfolio via acquisition and organic growth. This has propelled the business forward by focusing on core objectives; building distributional strength, driving vertical integration, identifying trends, rationalisation of low margin brands and creating consumer activations with the core purpose of building strong brand equity. Investment in production capability, especially distilling, brewing and sourcing, has stimulated development of higher quality products with a point of difference.