
HELLFIRE BLUFF DISTILLERY



Overlooking the rocky outcrop of Hellfire Bluff on Tasmania's rugged south east coast, you'll find Daly Farm and the home of Hellfire Bluff Distillery. The Daly's planted their first potato crop here by hand over 30 years ago and now supply potatoes to major supermarkets and independent retailers throughout Tasmania – not your usual distillery origin story. But when the family followed their dream to produce unique spirits and chased their passion to value-add to the potatoes grown on their farm and make the most of everything they grow, Hellfire Bluff Distillery began, launching in 2017 with their premium Potato Vodka. This traditional style spirit remains one of the few vodka's in Australia to be made from potato and it was awarded Best Australian Varietal Vodka at the World Vodka Awards in 2022.

As their passion for producing premium spirits grew, so did the Hellfire range - expanding to include small batch Tasmanian Gin's (London Dry, Summer Floral Gin and Piquant Herbal Gin) and sought after Liqueur's (Sloe Gin, Coffee Liqueur, Salted Caramel Coffee Liqueur and Limoncello) as well as a canned Gin & Soda. All products are made with a focus on quality ingredients and using the pristine local Tasmanian rainwater that is collected on the farm. Along the journey, Hellfire has received recognition at prestigious competitions on the national and world stage with 38 medals to date across the range, 17 of these gold, including the title of Australia's Best Contemporary Gin at the 2021 World Gin Awards for Summer Floral Gin.



**AT HELLFIRE BLUFF
DISTILLERY WE ARE
DEDICATED TO PRODUCING
PREMIUM PRODUCTS THAT
CELEBRATE OUR CHOSEN
BOTANICALS & RAW
INGREDIENTS, AND THAT
REFLECT OUR PRISTINE
SURROUNDINGS AND THE
RAW BEAUTY TASMANIA
HAS TO OFFER.**



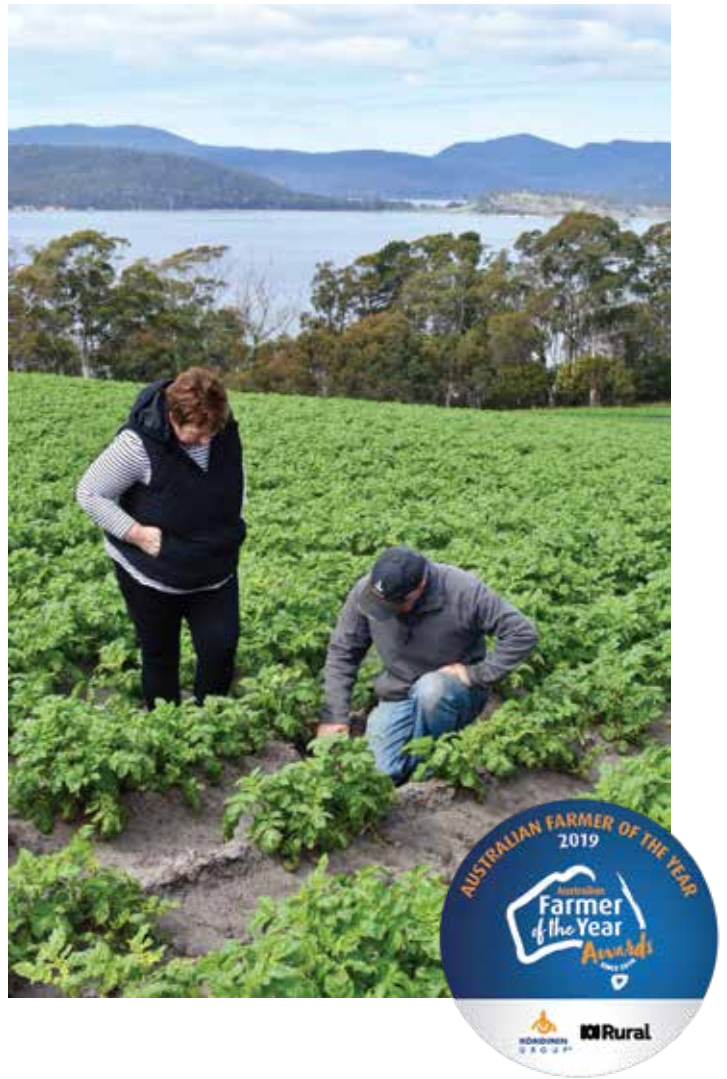
**@HELLFIREBLUFFDISTILLERY
HELLFIREBLUFF.COM.AU**

TASMANIAN POTATOES

Gerard and Sue Daly have been farming potatoes in Tasmania's south east for over 30 years, making the most of the natural advantages that this beautiful location and environment has to offer - rich sandy soils, clean air, and pristine water.

Over the years, and with a focus on hard work, sustainability and innovation, the Daly's produce has become synonymous with quality and their potatoes are sought after among customers. In 2019 they became the 10th winners of the prestigious *Kondinin Group and ABC Rural Australian Farmer of the Year Award*. The annual awards program recognises excellence in farming and farming communities across rural and regional Australia.

Each year the farm harvests around 7,000 tonne of high-quality washed potatoes across 640 hectares for supply to major supermarkets and independent retailers throughout Tasmania with a focus on growing Nicola, Canberra and Pink Eye varieties.



*Family
Farmers*

AUSTRALIAN FARMER OF THE YEAR 2019

  @DALYFARMTASMANIA

TASMANIAN POTATOES

Daly
FARM