

Welsh distillery sees sales surge 400% after Hairy Bikers TV appearance

A distillery in west Wales has seen sales surge after appearing on TV chefs the Hairy Bikers new show earlier this month. In the Welsh Wind, based in Ceredigion, said sales of its spirits and Welsh Cask Vinegar has increased 400% after it appeared on the Hairy Bikers Go Local television series.

Traffic to the distillery's website also peaked as viewers logged on to buy the vinegar after the chefs, Si King and Dave Myers, chose it as one of three innovative local products to match with a neighbouring restaurant.

The distillery, located near Cardigan, produced its first Welsh Cask Vinegar in 2021, using unsold beer that was going to be poured away due to the Covid-19 lockdowns. The product was the result of a collaboration with Bluestone Brewing Co and Orkney Craft Vinegar.

Read more: [The Welsh firm that takes apart decommissioned planes with global growth on its radar](#)

The distillery said it sold out of its entire stock of vinegar almost instantly, while its award-winning Palo Cortado cask-aged gin and Dewi Sant gin also proved a big hit with online buyers.

Co-founder Ellen Wakelam said: "We have been truly overwhelmed by the response we had to our appearance on The Hairy Bikers Go Local. We spoke to some of the other businesses who had appeared on earlier episodes and they told us that they had seen a huge surge in demand – so we were ready.

"We took the precaution of pre-packing most of our vinegar for

posting before the programme aired which gave us a head start but we still had an intensive day packing up all the orders we received – only to find that our courier’s van broke down. Thankfully, there wasn’t much impact and the orders are on their way to our customers.”

Sign up to the BusinessLive Wales newsletter and follow us on LinkedIn

As well as an in-depth early morning newsletter, we will be sending out regular breaking news email alerts. To sign up to this service [CLICK HERE](#)

LinkedIn

And, follow us on [LinkedIn](#) to catch the latest stories and to network with the Welsh business community.

She added: “We enjoyed meeting Dave and Si and introducing the distillery to them. We hope through the show that more people will have enjoyed finding out about the distillery, our products and the area where we’re based.”

The distillery will be producing more of its Welsh Cask Vinegar to keep up with demand. It is also now pioneering the first fully Welsh whisky using barley grown in the fields of south Ceredigion and north Pembrokeshire, entirely processed and matured at the distillery site in west Wales.

Read more:

- [Welsh firms expecting to be more successful in 2023 than this year](#)
- [New year, new job: The people taking on new roles in 2023](#)
- [Full list of UK shops that went bust in 2022](#)
- [Space Forge describes disappointment at UK space race](#)

failure