

## **HERNÖ GIN, SIR JIM RATCLIFFE AND THE SIX RIVERS FOUNDATION COLLABORATE IN TASTEFUL CHARITY PROJECT**

**Hernö Gin and Sir Jim Ratcliffe's Six Rivers Foundation have crafted a collaboration to create a unique Icelandic signature gin that will also contribute towards the conservation of the North Atlantic Salmon. The Six Rivers Foundation is a charity that works to protect and rebuild vital wildlife habitats in the river systems of remote Northeast Iceland. It is a not-for-profit conservation programme, which seeks to reverse the decline of the North Atlantic Salmon.**

Hernö Gin is the world's leading and most awarded craft gin producer and proud pioneers that established the first gin distillery in Sweden back in 2011. They have a passion for gin, nature and the support of greater causes.

After hearing about Hernö Gin being recognized as the world's best gin, Six Rivers founder Sir Jim Ratcliffe visited the distillery outside Härnösand in northern Sweden. Conversations between Jim and Hernö's founder Jon Hillgren moved from the topic of gin to passion projects and the love of nature and heritage. Several meetings between Dala and London later and ultimately a unique bottled tribute to Iceland and the king of the North Atlantic was born.

*- The visit to Hernö Gin in Dala made a big impression on me. Jon and his team have a deep passion for their product as well as a desire to deliver an experience, rather than just a bottle of gin. This charity partnership with Hernö brings together our shared passion for initiatives that champion greater causes, said Sir Jim.*

The Icelandic signature gin is to be launched primarily on the British and Icelandic market to shine light on the Six Rivers Iceland project with each bottle sold contributing toward the Foundation.

*- I am proud to contribute to a charity with great possibilities to make a big difference. We all benefit from projects preserving wildlife and unique environment. We are honoured that Sir Jim and his passionate team reached out to us and wanted to utilize our expertise in their project, says Jon Hillgren.*

Hernö Six Rivers Gin contains the classic Hernö Gin botanicals juniper berries, coriander seeds, meadowsweet, lingonberries and lemon peel alongside icelandic moss and yarrow as a tribute to Iceland. On the nose, the gin has a round juniper character followed by fresh citrus notes and a slightly perfumey florality. On the palate the taste is of fresh and spicy notes of juniper and coriander with a herbal sweetness.

Hernö Six Rivers Gin is available in leading UK restaurant Limewood; also via the distributor Love Drinks in the UK and from Drykkur in Iceland.

Explore Hernö Six Rivers Gin at [www.hernogin.com/products/herno-six-rivers-gin](http://www.hernogin.com/products/herno-six-rivers-gin)

**About Hernö Gin**

Hernö Gin is Sweden's first gin distillery, crafting the world's most award-winning gin. Our gin is currently distributed to 30 countries around the world. We believe in the idea of drinking better but less often and strive towards bringing premium gin culture into every home.

As an important part of this, we want to establish ourselves as one of the world's top gin destinations. Visit us at our distillery in Härnösand, at Hernö Gin Bar in Stockholm or at Hernö Gin Hotel, opening in 2025, to explore, taste and experience Hernö Gin.

**Kontakt****Emelie Kjaergaard**

Head of Communication  
[emelie@hernogin.com](mailto:emelie@hernogin.com)

**Bifogade bilder****Hernö Gin SixRivers**