Dean's Release The Sheep

Thursday 21 April, 2022

Dean’s and Herdy launch shortbread to smile about

Aberdeenshire based bakers Dean’s has launched range of shortbread with the cute and loveable lifestyle brand, Herdy, to spread smiles and happiness across the UK and beyond.

The range includes four 225g gram ‘Hobby’ tins which feature lovable Herdy characters doing activities that all of us have become more familiar with over the past two years – baking, caravanning, hiking, and cycling! And four 120g ‘Collector’s Edition’ tins in eye-catching colourways, adorned with the smiling face of Herdy, complete the set. The tins contain all butter Herdy shortbread ovals, slowly hand-baked to the Dean’s family recipe for a light and crumbly, melt in the mouth taste.

Inspired by the beauty of the Lake District and the region’s mountain sheep, the Herdwick, Herdy has was created in 2007 by designers Spencer & Diane Hannah. Herdy has grown from a seed of an idea into a highly respected company operating across multiple retail channels including gift, homeware, accessories, bedroom & sleep, outdoor & leisure, all with a single purpose; to make people smile.

Beginning with a simple, cute smiling face, Herdy has evolved into a series of characters and personalities, bringing to life an endless stream of opportunities to represent individuals, communities, activities, stories, and everyday life.

Dean’s managing director, Bill Dean said “We love this new range that we are launching with Herdy. The ethos behind the Herdy brand aligns perfectly with Dean’s and we have created a fun shortbread product that will appeal to adults and children alike. We are excited to add Herdy to our licensed range of shortbread and have no doubt that customers will fall in love with the adorable Herdy designs on the tins.”

The Herdy x Dean’s range will be available to buy from Dean’s website, the Herdy website and their stores and Farm shops and Deli’s.

Spencer Hannah, Co-Founder of Herdy said “The concept of having Herdy as a treat you can eat has been a wish that hasn’t come true up until now. Family is at the heart of Herdy as it is with Dean's and the opportunity to bring Herdy’s cute and lovable character together with Dean's experience and artisan baking skills makes a great partnership. We love the idea of having a ‘ewe’ with a brew!”

Dean’s first started baking shortbread in the 1970’s, when company founder Helen Dean started baking in her Aberdeenshire kitchen to raise funds for the local pipe band. Today, the family-owned business still bakes shortbread and biscuits to Helen’s exacting standards and has grown to become a household name across Scotland, and beyond.

Media:









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