Dean’s tee off brand new shortbread range with The Open

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Dean’s are proud to share a new range of all butter shortbread to celebrate The Open, including a limited edition tin designed to commemorate The 150th Open at the iconic Old Course at St Andrews.

The range includes four tins and three cartons containing slowly hand-baked all-butter shortbread featuring stunning imagery from the Old Course at St Andrews.

The limited edition 150th tin features a unique image of The Old Course and will be available for a limited time only. Along with the ‘Elements’ and ‘The Open’ tins, these are filled with our melt in the mouth all butter petticoat tails. The range also includes The Open collection of three 300g cartons featuring stunning imagery from The Old Course at St Andrews and finally, a 75g tin of all butter shortbread rounds, designed to emulate a set of golf balls.

Dean’s commercial director, Nick Watkin said “We are honoured to present this range of our all butter melt in the mouth shortbread for The Open. With The 150th Open taking place back at the ‘home of golf’ it feels right that there should be a line of shortbread to commemorate this. The range this year makes an excellent keepsake or gift for any golf and shortbread fan.”

The Open by Dean’s range will be available to buy from Dean’s website and selected stockists around the UK.

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.

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More information

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About Dean’s

Dean’s is a family-owned business based in Huntly, Aberdeenshire, producing hand-baked, premium, melt-in-the-mouth shortbread and biscuit products as well as savoury cheese bites and whisky fruit cake. The business was founded in 1975 by Helen Dean, who began baking shortbread in her kitchen to raise funds for the Huntly Pipe Band where her husband Bill was drum major.

Dean’s is a household brand in Scotland, slowly expanding over the UK, with an annual turnover of around £9M. Dean’s has a strong brand presence within all major supermarket retailers in Scotland, within the gift sector and has a growing export business –currently exporting to around 20 different countries.

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