

Innis & Gunn Joins Forces with Stirling Highland Games in a 3-Year Cultural Celebration

Monday 30 June, 2025

The Stirling Highland Games, one of central Scotland's most looked forward to events, has proudly announced a new three-year partnership with one of Scotland's most iconic brewing brands, Innis & Gunn, reaffirming the brewer's commitment to championing Scottish culture.

The partnership marks a significant endorsement for the Stirling Highland Games, a historic and much-loved annual event that showcases traditional Highland sporting competitions, music, dance, and Scottish heritage. Innis & Gunn's support will not only enhance the experience for eventgoers but will further elevate SHG's standing among Scotland's top cultural events.

"We're excited to have Innis & Gunn on board," said Matt McGrandles, President of Stirling Highland Games. "Their support is a ringing endorsement of the hard work that goes into making our event a premier cultural celebration. To be backed by such an iconic Scottish brand is a proud moment for us."

The partnership sees Innis & Gunn become the official beer partner of the Games, with a premium selection from the brewery's award-winning range available to all visitors over the next three years. From their signature *Lager Beer* to the much-loved *Original* and seasonal limited editions, Innis & Gunn beers will be served up alongside world-class Highland athleticism and entertainment, offering the perfect way to soak up the event's vibrant atmosphere.

For Innis & Gunn is proudly Brewed by Scotland, and the collaboration is a natural extension of their support of Scottish cultural events. The Stirling Highland Games now joins an impressive roster of prestigious events supported by the brewery, including *The Royal Highland Show*, *The Edinburgh Fringe*, *Belladrum Tartan Heart Festival*, *Celtic Connections*, *The Royal Edinburgh Military Tattoo*, and many more.

Innis & Gunn Founder Dougal Sharp added, "The Stirling Highland Games has that rare mix of heritage and energy that makes it feel genuinely special. It's a day where you see the best of Scotland on show, with brilliant events and fantastic local food, drink and community spirit. That's exactly the kind of environment Innis & Gunn is proud to be part of."

"We're bringing the full Innis & Gunn line-up to the Games, from our signature Lager Beer to small-batch favourites, and helping create a proper experience in the food and drink village. Whether you're here for the athletics, the music, or a great pint in the sunshine, this is what a Scottish summer should feel like."

We're proud to be supporting the Games for the next three years and can't wait to get going."

The partnership promises to enhance the SHG experience for attendees, introducing a curated drinks offering that celebrates the very best of Scottish brewing. With an improved bar set-up and an expanded beer selection, visitors can look forward to sipping on expertly crafted brews while enjoying the new food and drinks area that is part of the larger Traders Village, hosting up to 60 Scottish traders.

While the improved bar experience is set to be a highlight, Innis & Gunn's focus remains firmly on championing Scottish tradition. By supporting the SHG, the brewery reinforces its ongoing mission to uplift and preserve Scotland's cultural fabric — one event at a time.

This long-term commitment underlines Innis & Gunn's belief in building strong ties with communities across the country and recognising the power of heritage-driven events to bring people together.

The Stirling Highland Games, held annually each August, has long been a cornerstone of cultural celebration in the region. It offers a rich mix of athletics, heavyweights, Highland dancing, piping performances, and food and drink experiences — drawing visitors from across Scotland and beyond.

With Innis & Gunn's support, organisers Ceangail believe the event is poised for its most vibrant chapter yet.

"This partnership gives us a unique opportunity to create a more engaging, premium experience for visitors to Stirling. But more than that, it shows the value of what we do here in Stirling — and how events like the Stirling Highland Games help keep Scottish traditions alive in a modern, welcoming way."

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As the countdown begins to this year's Games on Saturday 16th August, excitement is already building around the new Innis & Gunn partnership. With quality beer, proud heritage, and community spirit at its core, this is a collaboration that celebrates everything great about Scotland.

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