

Media Release

Thursday 31 October

Innis & Gunn becomes Celtic Connections Headline Partner

Scottish Brewer Innis & Gunn will be the Headline Partner for Celtic Connections for the next five years, starting with the 2025 festival.

The premier winter festival and international celebration of Celtic music will illuminate stages across Glasgow from **Thursday 16 January to Sunday 2 February in partnership with Innis & Gunn.**

Innis & Gunn announced the partnership at their Ashton Lane Taproom, supported by Donald Shaw, Creative Producer for Celtic Connections, and Astro Bloc, the up-and-coming folk band who are part of Glasgow and Scotland's vibrant trad music scene, who will be performing at the 2025 festival.

Innis & Gunn is proudly brewed in Scotland and has built a reputation for supporting Scottish music and culture, working with The Royal Edinburgh Military Tattoo, the Royal Highland Show, Belladrum and the Edinburgh Fringe, making them the perfect partner for Celtic Connections.

Innis & Gunn shares the festival's passion to offer a unique and unforgettable experience for music fans. The new partnership will be driven by the desire to look at new innovations and opportunities to make that experience even better for audiences and performers.

Now in its 32nd year, **Celtic Connections** continues to push the envelope of artistic programming and ambition with a kaleidoscope of internationally renowned music, exciting new performances, unique showcases and one-off collaborations.

Demonstrating just why Glasgow is a **UNESCO City of Music**, the festival, delivered by **Glasgow Life**, will fill around 25 venues with around 300 events across 18 days, anticipating around 110,000 visitors and an estimated 1,200 musicians and artists.

Donald Shaw, Creative Producer for Celtic Connections, said: "It's hard to imagine a better fit as a partner for Celtic Connections than Innis & Gunn. Both were established in this country and the festival and brewer have a uniquely Scottish identity that is appreciated much further afield. Most importantly, we each share the same passion to enhance the festival experience for music fans and



for innovation, originality and connection. Innis & Gunn will allow Celtic Connections to continue bringing local musicians and emerging artists to Glasgow and I hope will give us an opportunity to bring some concerts and performers to places Celtic Connections hasn't been before. We're incredibly excited to be toasting this lasting partnership with a fellow Scottish household name."

Dougal Sharp, Master Brewer and founder of Innis & Gunn, said: "We kicked off our Edinburgh Festival takeover at The Mound this year with a performance by Scottish Supergroup MÀNran and their performance inspired me. It was a total lightbulb moment. The crowd was absolutely buzzing, passers by stopped to watch their set and the energy around our venue was incredible. In that moment the penny dropped for me that modern Trad music is really gaining momentum. After getting more into the scene it's clear that the Celtic music scene in Scotland is at a tipping point, with more people here and around the world embracing its raw energy and infectious melodies. We are thrilled now to be part of that. The music just makes you feel something — it connects with your soul, whether or not you know the song, the words, or the band.

"We've long admired Celtic Connections; the music, the artists, and the incredible buzz represent the very best of Scotland. That's why Innis & Gunn is so proud to be Headline Partner for the coming five years.

"Our music, our characterful people, stunning landscapes, inventive history, and world-famous drinks industry all combine to create a culture that gives Scotland its unique place on the world stage. Like Celtic Connections, Innis & Gunn could only have come from here; a reflection of everything that makes Scotland what it is today, Brewed by Scotland, for the world."

The 2025 Celtic Connections programme was launched in October and spans a myriad of genres, from acoustic, traditional, Americana and orchestral to indie, jazz, blues, experimental and more.

The event will welcome artists from around 20 countries around the world including Australia, Sri Lanka, India, Pakistan, France, Italy, Nigeria, Spain, Wales, Ireland, Republic of the Congo and many more.

This year will also see the launch of a new under-26s pass, giving young music fans an opportunity to access rolling discounts on a mix of shows and ensuring the magic of the festival continues to be accessible to as wide a range of audiences as possible.



Iconic locations the length and breadth of Glasgow are involved, including The Old Fruitmarket, Barrowland Ballroom, SWG3, Saint Luke's and Kelvingrove Art Gallery and Museum will host concerts and Peat and Diesel will become the first band to perform at the Emirates Arena.

Celtic Connections is delivered with funding from **Glasgow City Council** through **Glasgow Life**.

Creative Scotland and **The Scottish Government Festivals Expo Fund** continue to provide invaluable support to Celtic Connections.

Tickets for the festival and programme information can be found at www.celticconnections.com.

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Notes to Editors

Celtic Connections began in 1994, when it offered 66 events at one venue. Since then it's grown more adventurous, experimental and diverse each year and now offers thousands of events in locations across Glasgow.

Glasgow Life is a charity working for the benefit of the people of Glasgow. We believe everyone deserves a great Glasgow life and we find innovative ways to make this happen across the city's diverse communities.

Our programmes, experiences and events range from grassroots community activities to large-scale cultural, artistic and sporting events which present Glasgow on an international stage.

Our work is designed to promote inclusion, happiness and health, as well as support the city's visitor economy, in order to enhance Glasgow's mental, physical and economic wellbeing.

For more information, see www.glasgowlife.org.uk

Creative Scotland is the public body that supports the arts, screen, and creative industries across all parts of Scotland distributing funding provided by the Scottish Government and The National Lottery. Further information at creativescotland.com. Follow us on [Twitter](#), [Facebook](#) and [Instagram](#). Learn more about the value of art and creativity in Scotland and join in at www.ourcreativevoice.scot