



# MAN VS MIND



## Sugarbird and Brandy Friends Showcase SA Distilling Heritage

— DECEMBER 10, 2020 —





Written by  
**MAN VS MIND**  
 PRESS



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GIVEAWAY

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December 10, 2020 —

**South Africa’s first ever brandy collaboration showcasing the diversity and heritage of the popular spirit has launched, with a mini range of 12 brandies from various regions across the country.**

With the gift range, Sugarbird, well-known for its popular craft gins and gifting, has made its first foray into the brandy category with a newly-released XO 14-year-old. A 750ml bottle will be available just in time for Christmas.

After successfully curating the country’s best craft gins in the Sugarbird and Friends Ginvent Calendar, Sugarbird has done it again with the release of the brandy gift box.

The brandies in the gift pack, which range from three-year-old blended brandies to 15-year-old potstills, offer true competition to the best French cognacs and have cumulatively won more than 70 international and local awards. SA brandy is currently rated the world’s finest.

**ABOUT MAN VS MIND**

Run by a coffee-fueled creative, gamer and foodie named Jeff - Man vs Mind is a lifestyle [lahyf-stahyl] orientated blog with a strong focus on gaming, food, wine, photography and cars.

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Groot Constantia and Southern Cape Vineyards, balanced with the diversity of new craft distilleries which have sprung up as part of the boom in craft spirits in the past decade – De Vry, Die Mas, Barrydale Distillery, New Harbour, Incendo and Sugarbird.



“The brandy box has created two firsts,” said Sugarbird CEO Matt Bresler. “Not only have we curated the concept of South Africa’s first brandy box, but it is also the first time that a brand has partnered with others to bring fine brandy to consumers to for them to enjoy.”

Bresler said that with South African brandies having won the title of World’s Best Brandy multiple times, locals now need to appreciate the quality of the golden liquids, quite literally under their noses.

“From ‘brandewyn by die braai’ blended brandies to potstills for sipping neat – our collection offers a journey and an education to every brandy drinker, as well as those that may just be converted.”

The box of 12 x 40ml minis is ideal not only as a brandy advent calendar, but also makes the perfect stocking filler, client thank you or birthday gift.

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To begin your adventure, pop open a window on the front panel of the box and discover a new local brandy, accompanied by tasting notes.

The brandy boxes are available at selected Pick 'n Pay liquor stores, [Takealot](#), [Smous Online](#), [Deeliver](#) and selected independent liquor stores at a recommended retail price of R399.

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