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Sugarbird Gin

Introducing Sugarbird Fynbos Gin



We want to make great gin at a great price and get it to all of SA and then take this proudly South African product to the World. And we need your help...

South Africa Food and Beverages



None77,171 pledged so far

144%

None 53,247 Dream Goal

±R1,071,882

155 Backers

Rewards

The Project

Comments: (51)

The Sugarbird Fynbos Gin Story



Who are we?

Sugarbird Fynbos Gin is the manifestation of a group of passionate entrepreneurs and alcohol aficionados. We are League of Beers founders, Rob Heyns and Nzeka Biyela and winemaker and distiller couple, Mark and Kelly Goldsworthy and supported by our great friends, Yuppiefchef.com. With the female songbird as our gin's brand logo, we've crafted a gin with true entrepreneurial spirit - a gin that is not only about capturing the essence of SA's flora and distilling craftsmanship but also aims to empower the innovations and dreams of others while simply being a great SA gin.



More about the Sugarbird Fynbos Gin Project

The idea for this gin came about because we believe in working towards creating things that don't just exist to be what they are at face value. We believe in the creative innovation of humanity, the incredible ventures that are born when people connect on common ground (often over an easy drink) and in the rewards of hustling to make your dreams come to life. But making dreams come to life is no easy feat as any entrepreneur will tell you, and so with the gin movement on the rise and desire to empower entrepreneurs in SA (especially the underrepresented women and previously disadvantaged), we poured our passions together and crafted the vision for Sugarbird Fynbos Gin, a great SA gin with true entrepreneurial spirit.

Affordable and accessible

This gin was created with hard working hustlers in mind. We want her unpretentious, great tasting quality to be enjoyed by the masses, fuelling as many creative ambitions as possible and making the craft gin trend accessible to a wider audience. By partnering with larger distilleries, this gin is accessibly priced and also available through a wide selection of retailers. She is an everyday gin, not an elite, premium gin.



Proudly South African and always improving

With an infusion of locally sourced floral fynbos this gin is distilled as a gentle bodied gin, reminiscent of a London Dry, easy but with more floral flavour.

Sugarbird Gin includes extracts of juniper berries, rose geranium, orange peel, lemon peel, grapefruit peel, honey bush, Angelica root, rooibos, cardamom, Cape May (which is sourced by botanists of the slopes of Table Mountain), coriander and a tiny dash of cinnamon.

Although at her core she will remain lightly floral with fruit and spice notes, we will continue to refine her profile, as better ingredients and methods become available. We believe true creatives are never finished learning or improving and so, neither will this gin be.

How our gin supports entrepreneurship

Proceeds from every 1000 bottles will be used to grant bursaries to a further aspiring entrepreneur. The selected group of entrepreneurs will be made up of 50% female entrepreneurs and 50% previously disadvantaged. In collaboration with KOI Group, the aspiring entrepreneurs will be sent to a two-part boot camp to develop entrepreneurial skills as well as launch an actual idea into a business.



But you have to be a good gin before you can be a gin that does some good!

Our milestones

One:

Our first goal is to make good gin. We are using the crowdfunding process to enable us to create great gin at scale so that we can create great priced gin, this is aligned to our base, tipping point goal of R150 000.

Two:

We then aim to make this gin accessible to all gin loving South African's as quickly as we can.

Three:

The bigger plan is to take our great SA product to the World. If we reach our R750 000 target, we will be in Europe and Asia this year.

Four:

If we pass R750 000 we will look to further drop the price for South African's in the next few months so that more of us can enjoy it.

Five:

We are also then planning to go to the U S of A.

And ongoing and even more important:

As you know, the more we can sell, the more we can back aspiring entrepreneurs to start their own impactful businesses and together make SA a little bit stronger and happier. T&C: Ryan Gosling and Taylor Swift prize dependent on the availability and mood of your chosen celeb.

Everyone wins!

(Every backer stands a chance to win 24 bottles of Sugarbird Gin)

This project is fully supported by Thundafund and Yuppiefchef

Check out our website [sugarbirdgin.com](https://www.sugarbirdgin.com)

The Team



We are a crafty bunch of gin and beer lovers who want to use entrepreneurship as our vehicle to make a positive impact on the world, importantly, while having a great time doing so. Our past work includes the following: We founded League of Beers We joined forces with Yuppiechef to grow SA Craft Beer Further We teamed up with Koi Strategy Now we are ginning it up

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South Africa: +27 87 093 1570

Kenya: +254 712 983 228



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