

Further Achievements for Kindred Spirits and Sugarbird Cape Fynbos Spirits



Año De Los Muertos Reposado Agave from Kindred Spirits' range of craft spirits has been nominated a 'Brand of Promise' by US-based 'Tequila Aficionado'. This is a noteworthy accolade that sets an industry standard for South African Spirits.

Año De Los Muertos Reposado is made from agave piñas (hearts) farmed in Graaff-Reinet in the Karoo. Piñas are baked for several days in ovens heated by wood fires.

Age old Mexican preparation and distilling processes are applied throughout, and the liquid is then aged and mellowed in oak barrels to impart a smoky taste to the vanilla and nutty palate of the premium spirit. The 'Tequila Aficionado' nomination is a stamp of approval for this nascent range of Spirits.

In Spanish, Año De Los Muertos means 'Year of the Dead' and it is a take on the traditional Mexican holiday, a joyful celebration of the deceased, 'Day of the Dead'. "The Agave is part of our Kindred Spirits range, or, what we've affectionately taken to calling our COVID-inspired range of locally produced spirits.

All of our Kindred Spirits range is tongue in cheek and irreverent - a motley collection, together with Ja Nee Fok Brandy and Lean on Me Gin, that tends to tell it like it is, in the hopes of inciting a bit of a chuckle" says Tammy Basson, Sales Lead. In addition to the above - the company's premium range, Sugarbird Cape Fynbos Spirits has introduced an amber gin to its stable of Signature Cape Fynbos Gins.

Sugarbird Honeybush & Moringa Gin – An Amber Gin Sensation

After winning, 'Best Luxury Gin Brand in South Africa', in 2021, it was decided it was time for Sugarbird Cape Fynbos Spirits to treat South African consumers and gin enthusiasts to an amber gin varietal - Sugarbird Honeybush & Moringa.

The introduction of this new amber-coloured gin demonstrates the brand's ability to be innovative, constantly drawing, as it does, from distinct South African ingredients. This floral-based gin is infused with sweet Cape Honeybush, adding warm toffee and rooibos notes for a subtle aromatic spiciness. Additionally, the natural sweetness is delicately balanced by Namibian Moringa, with its own tart and herbaceous characteristics.

Trickle-filtered by Edmund Paulsen, Sugarbird's master blender – the Sugarbird Honeybush & Moringa Gin produces a light sweetness, which pairs well with the woodiness of a charcuterie platter, as well as the sweetness of dessert.

"An amber, sun-filled kiss, ideally served with elderflower tonic, a slice of lemon peel and a sprig of rosemary" says Paulsen. This Honeybush & Moringa gin addition diversifies and strengthens the existing range of gins inspired by the Cape floral kingdom.



Original Fynbos, launched with a citrus twang in 2017, followed by Africa's first unfiltered gin, Juniper Unfiltered and then as a nod to South Africa's botanical exports, Geranium and the Pinotage grape varietal – Sugarbird Pino and Pelargonium.

"The genesis of Honeybush and Moringa was as a limited-edition (along with Sugarbird Protea and Cucumber) and part of the popular, bespoke Sugarbird Christmas baubles. It then appeared in our Sugarbird 5-pack of gin minis, and then recently our Sugarbird festive gin crackers. We've sold around 60 000 Honeybush & Moringa crackers into Australia already which is a big win for us" says Basson.

The Kindred Spirits and the Sugarbird Cape Fynbos Spirits ranges continue to go from strength to strength. South African gin and agave enthusiasts, alike, can be assured of world-class craft spirits, as far as these categories are concerned.

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