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16 Nov 2017

Crowdfunding thunders behind SA's Sugarbird craft gin

Newcomer to SA's vibrant craft gin market, Sugarbird Fynbos Gin, has started off with a bang – beneficiary of a record-breaking crowdfunding campaign that has proven irresistible to investors who believe the brand has legs to fly across the globe.

Facilitated by the rewards-based crowdfunding platform, Thundafund.com, the campaign raised a total of R1 086 703, a crowdfunding record in South Africa, previously held by Afrikaans rock band, Fokofpolisiekar.

“I am overwhelmed and amazed at the support from backers and fans and impressed by the results of the efforts of the extended team. People from all over added to our momentum, it truly was a crowd effort, said Rob Heyns, co-founder of Sugarbird Gin.

Fellow co-founder, Nzeka Biyela, said, “I am beyond thrilled that we have gone over and above our dream goal. The response and support from our backers has been absolutely incredible and we cannot thank you enough!

“Thank you, too, for Thundafund for first and foremost providing this platform, and for their guidance and support throughout our journey.”

Raising this amount means that the Sugarbird team will be able to

achieve everything they set out to do and more, notably extend their launch beyond South Africa, and enter the UK and China markets, and act on their social commitments.

Proceeds from every 1,000 bottles will be used to grant bursaries to selected aspiring entrepreneurs, primarily female and disadvantaged, to attend bootcamps organised by the KOI Group.

“Thanks to the overwhelming success of the campaign Sugarbird are able to send at least 20 entrepreneurs on the KOI Bootcamp, which will empower them to make their dreams of success a reality,” said Heyns.

So what Sugarbird all about? This extract if from their promo material:

Sugarbird Gin is the manifestation of a few passionate entrepreneurs and spirit lovers. But she isn't claiming to be the premium gin. No, she's about capturing the essence of South Africa and inspiring and empowering creative pursuits.

Sugarbird 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), Sugarbird poured their passions together and crafted the vision for Sugarbird Fynbos Gin, a great SA gin with true entrepreneurial spirit.

This gin was created with hard-working hustlers in mind. Sugarbird 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 moderately priced..

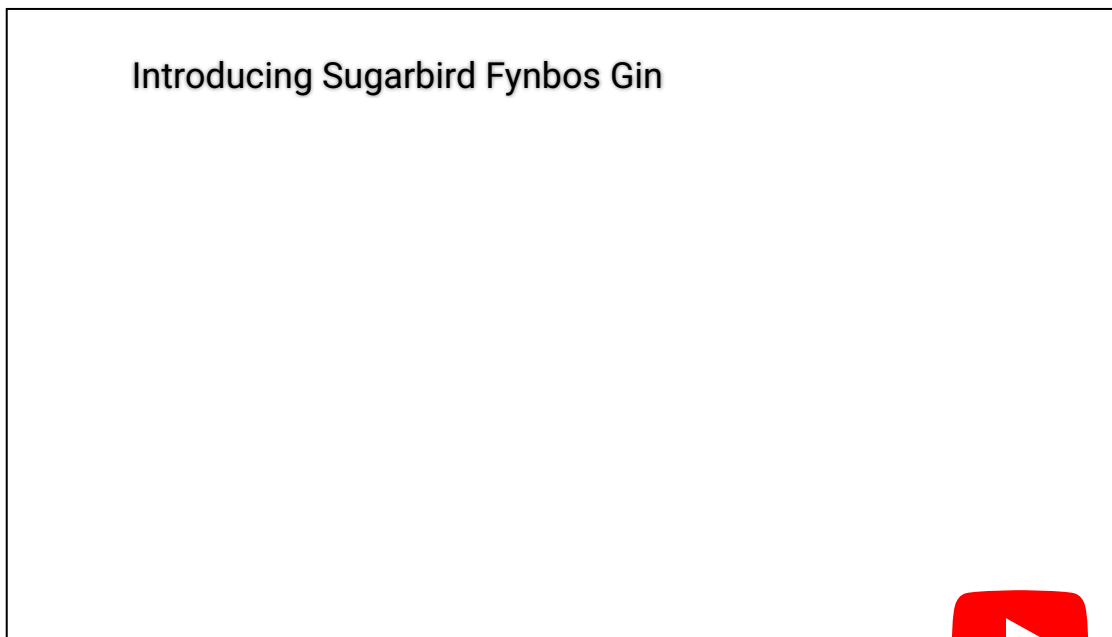
She is an everyday gin, not an elite, premium gin.

Thundafund's social media marketing officer, Nicholas Dilley, says they look forward to seeing "what amazing things are still to come from Sugarbird, as well as seeing rewards-based crowdfunding soar in South Africa and continue to make dreams a reality".

See more here:

<https://www.thundafund.com/project/sugarbirdgin>

This video tells more of the Sugarbird Gin story and funding campaign:



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