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Spirits

Sugarbird®: Festive South African Spirit in Australia

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The festive spirit is not always tied to red-letter days on the calendar. The innovative team of the South African [Sugarbird®](#) brand has tirelessly sought new ways to reveal the soul of South Africa, through the subtle botanical flavors of its alcoholic beverages, and novel packaging, designed especially for the festive season.

The brand launched in 2017 with [Sugarbird®](#)'s Original Fynbos, "The OG" as it is now affectionately known, with its slight floral flavor, that you'd expect from a quality gin, but – surprise! – you won't expect the rare citrus flavour, which is uniquely [Sugarbird®](#), and simply delicious!

With [Sugarbird®](#) Juniper Unfiltered gin, the brand took bold, atypical steps that resulted in an exclusive showstopper, utterly irresistible and once they are converted to it, loyal customers swear they will never drink another gin varietal! Two more delicious, uniquely fynbos-driven gin varietals make up the Signature gin range.

[Sugarbird®](#), XO Brandy trickle filtered through Cape honey and [Sugarbird®](#) Cape Fynbos Rum, a 5 year aged dark Jamaican-style Rum complete the offering that won [Sugarbird®](#) "Best Luxury Spirit Brand in South Africa" awarded by US-based [Luxury Lifestyle Awards](#) earlier this year.

[Sugarbird®](#) also offers innovative, bespoke, products which continue to delight customers. [Sugarbird®](#) has initiated a series of exciting collaborations with some of South Africa's finest spirits producers. These collaborations have resulted in a series of multi-brand packs of gin mini bottles – "[Sugarbird®](#) and Friends". One such is produced in the form of an advent calendar, which contains 12 mini bottles



of **Sugarbird®** and other gin brands, creatively packaged in a colorful Festive box. This will fill you with holiday cheer from first sight, to last drop.

Continuing to redefine festive packaging, **Sugarbird®** has introduced its take on Festive crackers. These 'adults-only' Gin Crackers come in a six-pack containing a 40ml mini of each one of **Sugarbird®**'s unique gin flavors, (namely Original Fynbos, Pino and Pelargonium, Juniper Unfiltered, Protea and Cucumber, Honeybush and Moringa and the festive Cape Holly and Wild Plum) A delightful addition to your Christmas table, enabling you to taste each of the six flavors.

The true essence of holidays is sharing with friends and loved ones. **Sugarbird®** gives you the pleasure of sharing and enjoying the moment collectively.

Don't miss out on any of these bespoke festive products, which are available to purchase at [Dan Murphy's](#), [Woolworths](#), and [BWS](#). Share the flavors and appreciate the authentic taste of South Africa, carefully brought to you, on the wings of **Sugarbird®**.



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