

CRUSH

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SHAKE IT UP AND WATCH IT SPARKLE – A NEW GLITTER GIN!

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From the team responsible for Sugarbird® gin, brandy and rum and the lockdown-inspired set of Kindred Spirits brands comes another exciting new product just in time for Christmas – “Lean on Me” Glitter Gin.



A SPARKLY NEW LOOK

Award winning “Lean on Me” Gin now has a festive season twist, with the addition of edible glitter that floats within the snowy Christmas scene. How cute?

“Shake it up and watch it sparkle,” says Sugarbird® Managing Director Matt Bresler.

The perfectly rounded Cape Dry Gin has refreshing undertones of citrus peel, cape fynbos and juniper. Top notes of hibiscus, rose geranium and a hint of buchu make this floral-driven gin, uniquely South African. “For this wonderful time of the year we decided to give this special gin a little twist”. *Lean on Me Glitter Gin (RSP R229.95)*



OTHER SPIRITS FOR THE SEASON

Besides two brandies, Kindred Spirits also produces “Howler”, an aged Rum spirit aperitif; “Año de los Muertos”, made from Karoo Agave hearts; and “Granny’s Bear” sipping Vodka, using melted snow from the Cape’s Matroosberg mountains to create the perfect Afro-Russian drinking experience.

Kindred Spirits is also behind the popular Sugarbird® Gin Advent Calendar, which makes the perfect stocking filler and Christmas gift. *Sugarbird GinVent Calendars (RSP R349.95)*



The Sugarbird® Festive Gin Crackers will bring excitement to the table with a beautiful pack of six crackers each containing a mini of a different gin variants, including the team’s newest gin flavour – Sugarbird® Cape Holly and Wild Plum, inspired by both the season

and Cape trees. *Sugarbird Gin Crackers (RSP R249.95)*



LOVING LOCAL

“We pride ourselves on imparting a taste of Africa into each of our brands, using locally grown, and where possible, indigenous ingredients, like Cape fynbos, Cape honey, Karoo agave and fruits from indigenous trees. Although unique, each brand shares the same unwavering commitment to bringing our consumers the highest calibre ingredients and distilling techniques, which makes them, as a collective, Kindred Spirits,” says Bresler.

The pandemic had seen buyers increasingly looking for value for money. The consumers’ appetite for price point has changed and Kindred Spirits are proud to have created a quality, award-winning gin at a retail price of R199. Kindred Spirits has always aimed to offer value for money, and they have also put our money where our mouth is with our

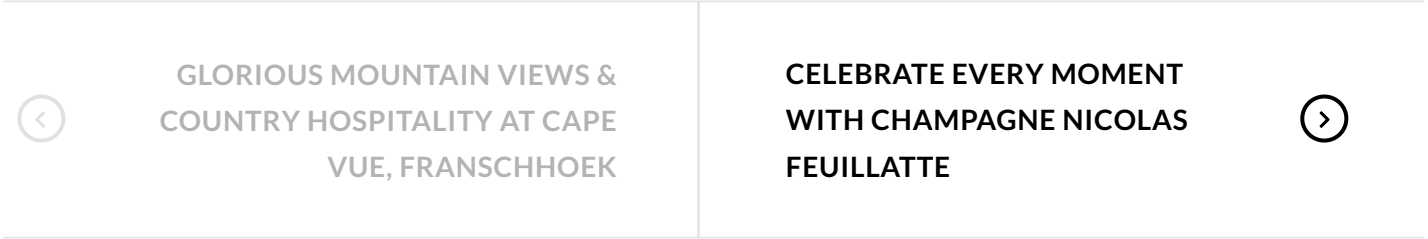
flagship brand, by increasing the size of their 500ml Sugarbird® gins to a 750ml bottle, for the same price.”



The New Year will see the launch of an online store for all Kindred Spirits products, including the recently launched “Sugarbird®” and “Ja Nee Fok” brandies. Until then, all products, including the latest glitter gin, are available on Takealot, Smous Online, **Quench.Mobi** and selected independent liquor stores.

kindredspirits.co.za | sugarbirddistillery.com

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