

make it *Rayne*

BEAUTY FANATIC NAVIGATING THE MAZE TO MILLENNIAL MOTHERHOOD

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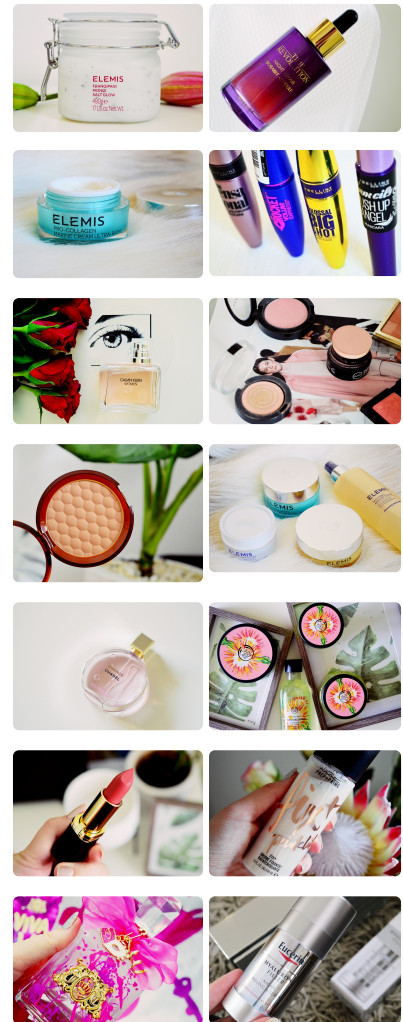


Sugarbird Craft Gin Awarded Best Premium Gin in South Africa

An award that doesn't surprise me whatsoever! If you're a gin lover then I would bet money that you know and love Sugarbird Craft Gin.

The spectacular Cape Floral Kingdom sits at the south-western tip of Africa. It is by far the smallest, yet easily the richest of the six floral kingdoms in the world. This unique region, encompassing Cape Town itself, offers an unusual but intricate landscape

To search type and hit ente



How many Nike Bags is too many?

May 11, 2023

of flora and fauna. This floral kingdom is predominantly 'fynbos' (meaning very fine bush). And it comprises thousands of different species, which attract multiple insects and birds.



The Cape Sugarbird, synonymous with the Protea, is one of six bird species that occurs only in 'fynbos'. Sugarbird Cape Fynbos Gin takes its name from this iconic bird, and important distinguishing elements of its taste profile, from 'fynbos'. This symbolic gin has won for its creators the prodigious status of Winner of Luxury Lifestyle Awards in the category of **The Best Premium Gin in South Africa**.

The craft spirits' revolution has been led by gin – after all, it is the perfect candidate, based on its manufacturing history, ingredient complexity, and subtleties of flavor. By the time that Sugarbird gin was founded, at the end of 2017, the craft gin explosion was, in fact, well on its way to becoming a ZAR billion a year industry, and South African gin producers, specifically those in the Western Cape, had begun to make waves in the global renaissance. Perhaps not surprising, given the vast array of fynbos species, 70% of which are found nowhere else in the world.



Win a Batiste Hamper valued at R500!

March 8, 2023



Barbie® Celebrates International Women's Day by Encouraging More Girls to See Themselves in STEM

March 7, 2023



Hello Winter, Goodbye Summer, Hello Tracksuits!

March 6, 2023



Nothing more iconic than a pair of Airforce Nike sneakers!

January 25, 2023



T'is the season for skirts!

December 14, 2022



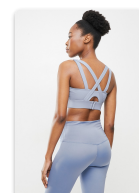
Panier des Sens has hit our shores!

November 9, 2022



Superga Sneakers are a legit weakness of mine!

October 31, 2022



Taking your sports bra off does not need to



Sugarbird's goal was to augment the traditional gin ingredients (Juniper, Grains of Paradise, Coriander, Angelica, Cardamon, etc.) with these unique, flavorful, and diverse "fynbos" plant species, bringing something special to the gin. Crafted over many months, the focus of the first varietal (Sugarbird Original Fynbos) was on creating a gin with a perfect balance between floral and citrus notes. As a result, juniper took rather a back seat. The most distinctive fynbos hero is *Agathosma betulina* (from the Buchu group of 'fynbos'). The leaves of which are carefully harvested at a particular time of year, to ensure the minty camphor freshness that juniper normally brings.

One of Sugarbird's founders, who has a Doctorate in Science, takes a tireless interest in the fynbos species, and quaintly uses only the Latin names to describe the varietals. His continual experimentation results in a constant supply of new combinations and flavors, and not only for gin. The company has, in fact, just launched a rare 14-year-old pure potstill Brandy that is trickle-filtered through honeybush and other Cape botanicals. Sugarbird's XO Brandy gives a new dimension to traditional South African brandy.

In the process of researching and determining industry leaders, the **Luxury Lifestyle Awards** experts took into account not only the impeccable quality of **Sugarbird Cape Fynbos Gin** products. Also an unconventional approach to business organization. The Sugarbird team is characterized by bold, innovative solutions and unexpected collaborations to showcase the quality of its products. The company developed 40ml and

be a workout in itself!

September 27, 2022

ZERO

ZERO Damage to Your Skin This Winter

September 13, 2022



Surprise – It's another bridesmaid dresses post!

August 19, 2022



For the love of jewellery! {SUPERBALIST}

July 27, 2022



DEEP HEAT AND DEEP FREEZE EXPAND ITS RANGE TO DELIVER INCREASED CONSUMER BENEFIT

May 18, 2022



The coolest kicks of all? Nike Air Force!

May 12, 2022



Esse Experience: Cutting-edge facial treatments to rewild the skin

May 11, 2022



Introducing James Premium Jewellery

March 25, 2022

50ml mini bottles for gin from recycled PET. This resulted in a cost reduction and a favorable impact on the environment.

In an effort to provide consumers with not only value, but also as much choice and variety as possible, **Sugarbird** began collaborating with its competitors. South Africa’s most creative craft gin producers. Thus “Sugarbird & Friends” was born by creating unique multi-brand packages of 5, 9, 12, and 24 x gin minis. Sugarbird undertook selling, design of packaging, label re-design, procurement, bottling, packaging, logistics, finance, and merchandising. In one year, the company sold more than a quarter of a million minis in this way, giving customers a new experience and allowing South African brands to expand their audiences and gain recognition.



“We are delighted that our handcrafted gin, on which we have been working for quite some time, has gained recognition, among both customers and industry experts. Winning the **Luxury Lifestyle Awards** is a reason to be particularly proud of our local distilling tradition, which has now been recognized at such a high level”, says Matt Bresler, MD of **Sugarbird Cape Fynbos Gin**.

Sugarbird Gin available from **Takealot, Smous Online, Mother City Liquor** and selected independent and retail liquor stores at a recommended retail price of **R349.00**

Rayne XX



Perfect Puffer Jackets from Superbalist

March 24, 2022



It’s Wedding Season! {SUPERBALIST}

February 16, 2022



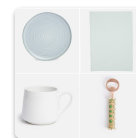
Jordan’s Kid Range Keeps Them Brushing and Brushing All Year Round

January 21, 2022



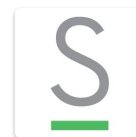
Bikini Season is here and Superbalist has you covered – literally!

December 22, 2021



Black Friday with Superbalist

November 23, 2021



Which shoes to pack for a cruise? {SUPERBALIST FASHION}

October 28, 2021



CHILD PASSENGER SAFETY WEEK RUNS FOR THE 5th YEAR IN A ROW IN SA

September 13, 2021



The Secret Weapon of Great Coverage – Real

make it *Rayne*

Author: makeitrayne

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← **Previous Post:** ZERO by Skin Academy {PRESS RELEASE}

Techniques Miracle Sponges

September 13, 2021



**White Glo
Activated
Charcoal | the
Holy Grail of
Teeth Whitening**

September 13, 2021



**Lingerie loving
with Superbalist**

August 16, 2021



**Optiphi and
Retinol – a match
made in skincare
heaven!**

July 27, 2021



**SOFTLIPS SA
LAUNCHES
REPAIR RANGE
TO SOOTHE AND
HEAL
PROBLEMATIC
LIP CONDITIONS**

July 27, 2021



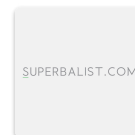
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Chocolate Day
2021 with GD
Chocolate!**

July 8, 2021



**ELGYDIUM
Teething Gel –
our new best
friend!**

July 7, 2021



**This is what T-
Shirt dreams are
made of...**

June 28, 2021



**Treat Yourself
This Winter with
GD Chocolate**

June 23, 2021



**Tangle Teezer
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and Massager
Brush**

June 22, 2021



**LAUNCHING
JULY 2021: Skin
Serenity,
overnight
science from
ENVIRON**

June 21, 2021



**ZERO by Skin
Academy {PRESS
RELEASE}**

June 17, 2021



**Sugarbird Craft
Gin Awarded
Best Premium
Gin in South
Africa**

June 10, 2021



**Creightons | the
Perfect Solution
to Your Winter
Hair Woes**

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**Winter with
Pretty by
Flormar**

June 10, 2021



**SCFSA'S
ESTEEMED
LIFETIME**

**ACHIEVEMENT
AWARD
HONOURS DR
DESMOND
FERNANDES**

June 4, 2021




**Celebrate World
Environment
Day with Eat
Real**

June 3, 2021

INSTAGRAM



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