

Sugarbird's Innovative Gin

Trio Varieties for the Modern-Day Gin Drinker

Why Sugarbird, you may ask....? And why Cape fynbos? Well, the craft spirits' revolution has been led by gin. Based on its manufacturing history, ingredient complexity, and subtleties of flavour profile it is the perfect candidate.



Here, the overarching taste comes from the fynbos species: Cape May and Cape Chamomile (which turns a deep blue in distillation, from azuline compounds). It really is a showstopper. Try this utterly irresistible gin once... We have loyal customers who swear they will never again drink another gin varietal!

We initially hesitated to enter the pink gin space, feeling that a pink varietal was somewhat expected of a Craft Gin Brand at the time. Ultimately, in a bid to celebrate our precious Floral Kingdom, we released our pink Sugarbird Pino & Pelargonium gin. We chose Pinotage, one of South Africa's signature red wine cultivars, rarely found elsewhere, as the vehicle.

The grape skins give the gin its gorgeous colour, along with the flavour of three different types of Pelargonium – P. Graveolens, (rose geranium), for intense floral notes; P. Crispum, (lemon geranium), for an essence of citrus; and the root tuber of P. Sidoides, (African geranium, used for eons, in traditional medicine).

Honeybush rounds off the rosy floral notes that one might expect from a quality craft gin, also giving it a wild-flower edge and unique sweetness. Another showstopper! - many a gorgeous pink cocktail emerges from this delightful gin. It's so thoroughly photogenic it's hard to exclude it.

We, at Sugarbird, are innovators, at heart. Given our good fortune of an endless source of flavour combinations, in our very backyard, we are constantly experimenting. Keep an eye out for the latest Sugarbird offering!

Sugarbird is firmly rooted in the Cape, South Africa, and with the Cape floral kingdom on our very doorstep, we have been lucky enough to harness her beauty, found in a myriad of tiny things. But what are these 3 signature variants all about... and why one over the other?

Let's start at the very beginning, with the OG, shall we? Here, our initial focus was to augment the traditional gin ingredients such as Juniper, Grains of Paradise, Coriander and Angelica with the unique, and diverse flavours of the "fynbos" plant species. The goal was to bring out something different and truly special.

Crafted over many, many months during which we purposefully put the juniper in the back seat to allow us to achieve the perfect balance between citrus and floral notes - this gin's most distinctive fynbos hero is *Agathosmabetulina* (common name round leaf Buchu). Leaves are harvested at a particular time of year to assure the minty camphor freshness (that juniper normally brings). We have used rooibos, honeybush and leaves from *Pelargonium graveolens* (known

world-wide as rose geranium) while still allowing the fruitiness of black currant, tropical guava and peach notes. It's a truly versatile gin, known for the rare, citrus twang, which has now become a bit of a Sugarbird trademark.

To take things to the next level, one of the original founders, Matt has a Doctorate in Science and a rather weird passion for fynbos (Latin names, all the way!) The scientist that he is, he has joyfully experimented with hundreds of fynbos species many of which, (most specifically for the Juniper unfiltered varietal), came from his own garden, chosen for flavour, colour profile, and other characteristics.

Juniper Unfiltered celebrates the more traditional, London Dry gin by making Juniper cones (called berries, because of their shape and rich purple colour) the hero, both in flavour intensity and in colour. We've created Africa's first unfiltered gin, with its deep purple colour coming from the leaves and flowers of five fynbos species, with the addition of blueberry skins. It looks spectacular in a glass, once mixed with tonic.

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