

Life BRANDS.



Get into the Spirit of Christmas Gifting with Sugarbird®



Sugarbird® really knows how to pull out the stops when it comes to innovative Gifting ideas! Whether you're looking for the perfect craft spirit gifting solution, or something to get your own Christmas party started in style and flavour, you'll find inspiration in Sugarbird's festive season spirit offerings.

This is the most wonderful time of the year! The weather is warming up, gatherings are starting – it's time to pour yourself a gin and tonic, and with Sugarbird's innovative libations, there's no excuse.

The latest bottle innovation Sugarbird Safari Glitter Edition Gin brings you a taste of Africa – memorable flavour notes, courtesy of the extraordinary Cape Floral Kingdom, which is to be expected from the signature Gin range, but with the dazzling addition of edible glitter, to add some shimmer to the festivities, all in a Safari-themed bottle – what a stellar gift from Africa!



Sugarbird®

Gin Crackers are a must for every celebratory table. The pack contains the magic of all six variants, the most recent of which is the festive Cape Holly and Wild Plum. Matt Bresler, Sugarbird® 's Managing Director says: "In addition to my love of fynbos, I am a tree geek, so we've infused this varietal with botanicals (berries in this case) from indigenous trees *Harpephyllum caffrum* (Wild Plum) and *Ilex mitis* (Cape Holly). The result tastes of all things festive."

Shortly after its inception, Sugarbird partnered with competitive gin manufacturers, launching a series of multi-brand packs of gin mini bottles, from Advent calendars to sleeves of gin minis, adding variety to an already impressive Gifting range. Sugarbird® and Friends 12 Gin Showcase, designed as an all year round line, still makes for fantastic festive gifting for gin lovers – a collection of the country's finest in craft gins. The success of such collaboration is that so many of South Africa's remarkable gins are show-cased, all in one box. The concept has now grown legs and diversified, first into Brandy and latterly, a multitude of spirits, from all over SA.





The Sugarbird® and Friends' Brandy Box (first released

for Festive 2020) contains 12 mini bottles of brandy, showcasing the remarkable diversity and heritage of this famous South African spirit, including, of course, Sugarbird®'s own XO Brandy, among them. It offers consumers a sumptuous journey of Brandy excellence from all over our country, where SA Brandy, a little known fact, trumps many a French cognac, world-wide.

The latest addition to Sugarbird® & Friends: '**Multi Spirit 24 Advent**' is a smorgasbord of South Africa's remarkable craft spirits! Packaged in a special Kudu Advent calendar box, it promises the best of local craft spirits, delighting the taste buds and making an enviable gift for the spirit connoisseur!

Eat, drink and be merry this festive season with Sugarbird®'s Gin Baubles! Hang them first on the tree, or use as table décor, before opening and enjoying with an ice cold tonic, of your choice, or consult the Sugarbird® website for serving suggestions for each flavour.

Wishing you a bumper Festive Season in the company of Sugarbird and Friends.

Gin Baubles – R149.95

Festive Gin Crackers – R249.95

Safari Glitter Gin – R299.95

Sugarbird® & Friends Multi-Spirit Advent Calendar – R649.95

Sugarbird® & Friends Brandy Box – R429.95

Sugarbird® & Friends Gin Showcase – R349.95

The new and exciting Multi-Spirit Advent Calendar, Baubles and Crackers are available at Checkers Liquor stores, The Safari Glitter Gin, Ginvent Calendar, Baubles and Crackers are available at Pick 'n

Pay Liquor stores and the full festive range is available via Takealot, Smous Online, Mother City Liquors, Makro Online and Bar Keeper.



SUGARBIRD CHRISTMAS BESTER

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