

DRINK NEWSROOM

## MORE ACCOLADES, NEW PRODUCTS FOR SUGARBIRD

By Press Release      On Sep 1, 2022

**M**ULTI award-winning craft spirits producer, Sugarbird®, which embodies flavours from the Cape Floral Kingdom, continues to grow internationally, as it collects accolades and launches exciting new products.

The brand was founded in 2017 by a small team of innovators and enthusiasts in Cape Town, who set out to create gin in a unique way. Five years later, it has won multiple international awards, the most recent of which is 2022's Best Luxury Spirit Brand in South Africa – awarded by US-based Luxury Lifestyle Awards (LLA). This is an unprecedented second, “best in South Africa” win, by Sugarbird's Cape Fynbos Gin range, having been crowned South Africa's Best Premium Gin, in 2021 by LLA.

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“We set out to create gin in a new way, going beyond the usual ingredients, and instead, drawing inspiration from the fynbos growing on our doorstep,” said Sugarbird’s Matt Bresler. With its spirits, the Sugarbird team has exquisitely combined various buchu species with rooibos, honeybush, several Pelargonium species and other fynbos plants, to create gins that attain a balance between citrus and floral notes – the hallmark of this popular brand.

“We are not resting on our laurels, as we continue to innovate with our new Honeybush and Moringa gin. This is a truly African product, steeped in two strains of fynbos tea. We released the gin variant, initially, as a limited edition gin mini. But, we’ve had so many requests for it, as a full-size bottle, locally and abroad, and additionally, the amber diversifies and strengthens our existing range of gins.” said Bresler, a scientist whose passion and experimentation with fynbos has yielded both unique and impressive results.



This floral-driven amber gin is trickle-filtered through the leaves of the honeybush (*Cyclopia*) and rooibos (*Aspalathus*) plants, adding warm toffee and woody notes, for subtle aromatic spiciness. Honeybush's natural sweetness is balanced by Namibian Moringa, which brings its own tart, herbaceous characteristics. This gin pairs perfectly with the woody characters of a charcuterie platter, or with the sweet fruitiness of a pavlova dessert.

Sugarbird Honeybush and Moringa is available nationally for online purchase via [Smous](#) and [Takealot](#). The recommended selling price is R375. For more information, email [phil@kindredspirits.co.za](mailto:phil@kindredspirits.co.za)


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### Press Release

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