



Swop your chocolate egg for a gin egg!

Press Release | April 11, 2019

Egg hunting just got more fun for adults this year with the introduction of mini 25ml egg-shaped bottles filled with gin.

Made by entrepreneurial spirited local gin brand Sugarbird®, the Sugarbird Gin Eggs is the brainchild of co-owners Nzeka Biyela and Rob Heyns.

The limited-edition Sugarbird Gin Eggs come in a pack of six with three different gin varieties: It includes the original Sugarbird Cape Fynbos Gin – a floral gin inspired by the resurgence of traditional gin with hints of pine and spice – as well as two new flavours: Sugarbird Juniper Unfiltered – the very purple gin, paying homage to the essence at the core of gin, offers the full personality of Juniper, and Sugarbird Pink Pelargonium – a new delicious pink Rose Geranium flavoured gin.



company also released limited Sugarbird Gin Christmas baubles.

The six-pack Sugarbird Gin Eggs not only makes for a different Easter treat (for adults), but you can also join a real-life 'Golden Gin Egg Hunt' where five lucky winners will stand the chance to win a Sugarbird gin gift set worth R5 000. All you have to do is find the winning golden egg inside the copper lid of the gin egg. Happy hunting!

The Sugarbird Gin Eggs pack is only available at Pick n Pay Liquor stores nationwide and costs R169.99 per pack. Or you can buy two for R249.00. They are also available online at www.pnp.co.za.

"The popularity of gin shows no signs of slowing down and we are always looking to offer our customers something new and innovative in this range. The Sugarbird Gin Eggs does just this by providing our customers with a fun and exciting way to enjoy their favourite drink," says Katie Bailie, Pick n Pay: Trade Marketing Liquor.

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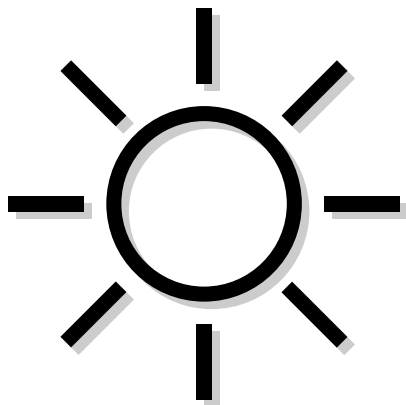
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