

# Sugarbird Craft Gin wins at Luxury Lifestyle Awards

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### Short Description

Cape Town-based Sugarbird Distillery's Cape Fynbos Gin has been named South Africa's Best Premium Gin in 2021 by the Luxury Lifestyle Awards.

### Description

**Cape Town-based Sugarbird Distillery's Cape Fynbos Gin (<https://spiritz.co.za/spiritz-directory/5992/sugarbird-original-fynbos-gin/>) has been named South Africa's Best Premium Gin in 2021 by the Luxury Lifestyle Awards.**



"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," says Matt Bresler, MD of **Sugarbird Cape Fynbos Gin**. "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."

The distillery was founded in 2017, favouring local ingredients in the production of their range of premium gins. The company takes its names from the Cape Sugarbird, which is one of six bird species occurring only in the Cape Fynbos

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regions. Sugarbird Cape Fynbos Gin (<https://www.sugarbirddistillery.com/>) takes its name from this iconic bird, and important distinguishing elements of its taste profile, from fynbos.

Sugarbird's goal is 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 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 here 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.

- Luxury Lifestyle Awards (<https://luxurylifestyleawards.com/>) is a New York-based global award company which selects, recognises and promoting luxury goods and services all over the world. The company evaluates more than 10 000 goods and services in 400 categories from 60 countries and analyse the results to finally result in a top list of what is considered the best in the world!
- UK iconic Bombay Sapphire was awarded the best gin in the UK for 2021.

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