

Julian Richfield's Saviourite Things

Sugarbird Cape Fynbos Gin;Luxury Handcrafted with South African Twist

June 10, 2021

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DRINKS, News

The Cape Sugarbird, synonymous with the Protea, is one of six bird species that occurs only in 'fynbos'. 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'. This symbolic gin has won for its creators the prodigious status of Winner of Luxury Lifestyle Awards (<https://luxurylifestyleawards.com>) in the category of **The Best Premium Gin in South Africa**.



(<https://julianrichfield.files.wordpress.com/2021/06/sb4.jpg>).

The craft spirits' revolution has been led by gin – after all, it is the perfect candidate, based on its manufacturing history, ingredient complexity, and subtleties of flavour.

Sugarbird's goal was 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 first varietal (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 hero 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.

In the process of researching and determining industry leaders, the **Luxury Lifestyle Awards** experts took into account not only the impeccable quality of **Sugarbird Cape Fynbos Gin** products, but also an unconventional approach to business organization. The Sugarbird team is characterized by bold, innovative solutions and unexpected collaborations to showcase the quality of its products. The company developed 40ml and 50ml mini bottles for gin from recycled PET, which resulted in a cost reduction and a favorable impact on the environment.

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

<http://www.sugarbirdistillery.com> (<http://www.sugarbirdistillery.com>).

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