

Sugarbird® Expands Internationally & Launches New Varietal

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More accolades for Sugarbird®, as market-reach grows through innovation

Multi award-winning craft spirits producer, Sugarbird®, from the Cape Floral Kingdom, continues to grow internationally through accolades and launches exciting new products.

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



"Awards like this confirm our objective, that Sugarbird® is products to our clientele who have now come to expect n Sugarbird's Matt Bresler. "We set out to create gin in a new usual ingredients, and instead, drawing inspiration from th our doorstep."

With its spirits, the Sugarbird® team has exquisitely comb species with rooibos, honeybush, several Pelargonium spe plants, to create gins that attain a balance between citrus hallmark of this popular brand.

"We are not resting on our laurels, as we continue to inno Honeybush and Moringa gin. This is a truly African produc of fynbos tea. We released the gin variant, initially, as a "lin But, we've had so many requests for it, as a full-size bottle, and additionally, the amber diversifies and strengthens ou gins." said Bresler, who is a scientist whose passion and ex fynbos has yielded both unique and impressive results.



This floral-driven amber gin is trickle-filtered through the leucadendron (Cyclopia) and rooibos (Aspalathus) plants, adding warm tones for subtle aromatic spiciness. Honeybush's natural sweetness is balanced by Namibian Moringa, which brings its own tart, herbaceous character.

This gin pairs perfectly with the woody characters of a charcuterie board or the sweet fruitiness of a pavlova dessert.

Always true to its innovative roots, Sugarbird continues to expand with new flavours and exciting novel products. These products are part of a range of exclusive gifts for liquor retailers, in South Africa and abroad, whom have selected products for this year's festive gifts (like gift sets, crackers, gin baubles, advent calendars). Packs of minis show the variety of Sugarbird® but also the brands of our South African craft spirits under the "Sugarbird® & Friends" brand. This defies the traditional notion of

instead it favours collaboration, offering consumers choice

Much of the Sugarbird® range, which includes a premium year old barrel-aged XO brandy, is now exported into Africa, North America, UAE and Australasia.



"We've been delighted with the interest shown in our South Africa, in all its richness – and specifically showcase and taste diversity of fynbos and the Cape Floral Kingdom represented and available in 16 different countries and are sharing in our small way." Bresler said.

We like to believe that our unique products capture some of the South Africa, in all its richness – and specifically showcase and taste diversity of fynbos and the Cape Floral Kingdom represented and available in 16 different countries and are sharing in our small way." Bresler said.

Sugarbird® Honeybush and Moringa – a delightful new and sublime signature range is available nationally for online purchase on Takealot.

RSP R375

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