

Sugarbird Cape Fynbos Spirits

- A Changed Name, but the Same Winning Ways

By Trent Roebeck

For two years in a row – 2021 and 2022 – Sugarbird Cape Fynbos Spirits has been awarded “Best Premium Gin in South Africa” and “Best Luxury Spirit Brand in South Africa”, by the International Luxury Lifestyle Awards.

It has produced, among others, ‘Lean on Me’ gin, a low-cost vintage Cape dry gin, to remind us of the good times, the better times to come and the friends we all need to help us carry on! This 500ml gin has won two critically acclaimed awards and brought out a limited Festive-inspired ‘glitter’ version gin, for Christmas 2021. It not only sold out, but became a kind of ‘starry night’ beacon, to an altogether better 2022.

The range’s best seller is the affordable brandy, ‘Ja Nee Fok’, celebrating our world renowned South African brandy, but is also a product that took the market by storm by creating a die-hard following, virtually overnight, due to its irreverent, unafraid naming. Another one of the products in this Lockdown-inspired range is a smoky and delicious local Agave Reposado, ‘Año de los Muertos’ – which is Spanish for ‘The Year of the Dead’.

Sugarbird Cape Fynbos Spirits is a premium spirit range and deserves praise for its ability to mature at such a fast pace, since its inception. It is justifiably proud of its extended footprint into uniquely crafted spirits, as well as the esteemed second-time accolade from the New York based Luxury Lifestyle Awards.

The business now has two

ranges: Sugarbird Fynbos Spirits, which proudly includes its award winning 14-year-old Sugarbird XO Brandy – with its rich honeybush and fynbos ingredients, and the aged Sugarbird Cape Fynbos Rum, which exudes nutty and honey-rich aromas with flavour notes of cocoa, bourbon and coffee, creating a unique craft rum that is proudly South African.

Such product expansion heralded the change in name to ‘Sugarbird Cape Fynbos Spirits’, since it has extended its range of spirits, beyond the original gin. The signature gin range of Sugarbird Fynbos Spirits still has its three exciting flavours, which includes the Original Cape Fynbos, or the ‘OG’; a vibrant purple-coloured, unfiltered Juniper gin; and a Pino & Pelargonium pink gin, with a remarkable sweetness, courtesy of the Rose Geranium Fynbos.

In addition, Sugarbird Cape Fynbos Spirits also produces a range of bespoke gin and brandy boxes, providing a perfect variety for the consumer ‘gift range’, such as the ‘Sugarbird and Friends’ 12 Brandy minis; Sugarbird and Friends’ Craft Gin mini collections or ‘Ginvents’; as well South Africa’s first craft spirit showcase - Sugarbird and Friends’ Jan Braai 24 Spirit mini collection, produced with Jan Braai for Heritage Day 2021. The Kindred Spirits is affectionately known as “the Lockdown range”, since it emerged during the Covid-19 Pandemic.

“We were Sugarbird Cape Fynbos Gin, but we are now

Sugarbird Cape Fynbos Spirits, and it was Sugarbird Cape Fynbos Spirits (as opposed to what was ‘Sugarbird Cape Fynbos Gin’) that has won the International Luxury Lifestyle award for Best Premium Spirit in SA,” says Phil de Lange, Marketing at Kindred Spirits, the Company that stables the Sugarbird Cape Fynbos Spirits range, as well as the Kindred Spirits range.

Becoming Sugarbird Cape Fynbos Spirits

Since its inception in 2017, Sugarbird Cape Fynbos Gin has extended its offering in the South African alcoholic beverage industry with the addition of an XO Brandy in 2020 and a Cape Fynbos Rum in 2021.



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