



LET'S TALK BUSINESS

INVEST IN SUGARBIRD AND WATCH YOUR PROFITS SOAR

OCTOBER 23, 2017



The craft gin trend is on the rise with a staggering R700 million contributed to the collective R19 billion spirits industry in SA in 2015. It has been predicted that gin alone will contribute R1 billion to the economy during the 2017 financial year.





entrepreneur, new business.

By partnering with Yuppiefchef and Thundafund, Sugarbird's aim is twofold; provide delicious and proudly South African fynbos craft gin to a wider audience (at an affordable price) and help female entrepreneurs further their skills and launch their innovations.

Become a part of Sugarbird

Sugarbird has already partnered with Yuppiefchef and Thundafund to bring their delicious gin to a wider audience.

We are offering you the chance to become a part of this craft gin phenomenon by investing into the Sugarbird family and sharing the profits and success of this exciting and unique spirit.

Sugarbird is promising a 25% profit in the first 6 months of the production and sales of the gin - guaranteed. This means when investing R100 000 in a Sugarbird 'micro loan' you will receive R125 000 back. Sugarbird is already listed in national retail in SA and is busy with listings in China, making the pay-back period very achievable.

Inspiring change through innovation

Sugarbird was born out of an entrepreneurial wish to bring affordable and delicious tasting gin to all. This gin is also a vehicle for female entrepreneurs and offers bursaries to further their skills and launch their innovations.





Why you should invest in Sugarbird Gin

For every 1,000 bottles bought, proceeds will go towards granting bursaries to intrepid entrepreneurs (mostly female and previously disadvantaged) who have an idea that they would like to see bear fruit.

Be part of the Sugarbird initiative by investing in women's entrepreneurial education and earn an income. All buyers who buy into the micro-loan (R100 000) will receive R125 000 back within six months of the production and sales – guaranteed.

Invest before it is too late

The Sugarbird is currently at its lowest purchase promise and will be increasing as we take on more retailers in South Africa and China.

What your investment gives you

When you invest R100 000 with Sugarbird, we take care of:

- Sales
- Marketing
- Distribution
- All logistics



All you have to do is sit back and watch Sugarbird and your bank account grow.



Guarantee

Sugarbird, along with partners Yuppeichef and Thundafund are guaranteeing the 6 month payback regardless of how long the sales take. Achieving sales of full batches within 2 months is more realistic, but the payback will be made within 6 months even if the sales happen to manage to take longer to achieve.

5 reasons to invest in Sugarbird

1. **Budget savvy** – Sugarbird gin is accessible to a wide audience, making it a drink of choice and available to a wider selection of retailers.
2. **Always improving, ever evolving** – While Sugarbird will retain floral with fruit and spice notes, the creative process of refining her profile will be an ongoing journey.
3. **Ensuring growth for others** – This product has the potential to earn global recognition for South Africa and to effectively and sustainably contribute to the entrepreneurial landscape through our exciting partnership with Koi Strategy.
4. **Born from entrepreneurs for entrepreneurs** – The main goal of Sugarbird is to inspire creativity and fuel entrepreneurship in order to achieve economic growth.
5. **Crowdfunding is the new support system** – Crowdfunding reflects a risk-free, real time feedback, idea launching platform that quickly validates whether your concept has wings. Beyond that it breaks the perception that capital needs to precede innovation.

Female entrepreneurs in South Africa are underrepresented

While internationally, the number of women in entrepreneurship has doubled in growth compared to their male counterparts, South African female entrepreneurs only form 31% of the entrepreneurial landscape. This is according to a report by SME South Africa. ^



Click **here** to find out more about Sugarbird and the amazing prizes you can win for investing in this proudly South African gin.



You can follow Sugarbird Gin at:

Crowdfunding: <https://www.thundafund.com/project/sugarbirdgin>

Web: <https://www.sugarbirdgin.com/>

YouTube: <https://www.youtube.com/watch?v=44F61ud-1gk>

Facebook: <https://www.facebook.com/SugarbirdGin/>

Instagram: <https://www.instagram.com/sugarbirdgin/> (@sugarbirdgin)

Twitter: <https://twitter.com/@SugarbirdGin> (@sugarbirdgin)

Female Entrepreneurs

Sugarbird

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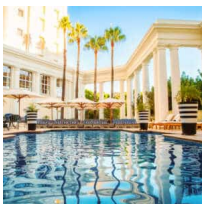
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