

Inverroche announces partnership with UK's Boutique Bar Brands

UK-based drinks agency and importer Boutique Bar Brands (BBB) has partnered with Inverroche to distribute the South African gin brand across the UK.



Credit: Inverroche via Instagram

Established in 2012, BBB manages all aspects of a drinks brand's operations in the UK, from import and export to sales, marketing, logistics and brand management. The company is now taking over the distribution of Inverroche's portfolio of luxury, artisanal gins, making it available to trade customers and consumers in UK from October 2020.

"We chose BBB as our UK partners due to their understanding of the market and ethos working with brands," said Alex Farnell, Inverroche general manager sales and marketing. "We chose BBB because we have full confidence in their understanding of artisanal luxury and attention to detail, two key capabilities needed when selling luxury products."

Inverroche Distillery was founded by Lorna Scott and her family in 2011. Located in Still Bay in the Western Cape, Inverroche has grown from a small home industry to a pioneering craft distillery. Inverroche was the first gin distillery to infuse the neutral base spirit with fynbos, a local edible botanical.



Lorna Scott adds female fynbos flair to SA's gin segment

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Phil Harding, founder of BBB, commented, "BBB is delighted to be partnering with Inverroche, to bring their exceptional brand with unique South African provenance to the UK. When Inverroche approached us we were blown away, not only by the luxury nature of the product, but also by their attention to detail, rich backstory and their dedication to sustainability and local community."

"Inverroche's ambitions to be synonymous with the best bars and independent retailers plays to our strength and we believe that Inverroche will soon take its place as a 'go to' super-premium gin."

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