

SA rum brand Suncamino lands UK distribution deal with 31Dover

Cape Town-born liquor brand Suncamino Floral Rum, has launched in the UK. The local rum, which is the world's first floral-infused rum, is being introduced to the UK and exclusively distributed by 31Dover, named Spirits Retailer of the Year in The Spirits Business Awards 2020.



Source: Supplied

Conceived in Cape Town and distilled in Barbados, award-winning local rum is aged for up to 8 years in ex-bourbon oak barrels before it arrives in Cape Town. It is then further matured and infused with the natural extracts of hibiscus, honeybush and orange blossom.

Bottling the spirit of Cape Town

As rum grows in popularity across the world, and discerning drinkers seek out craft spirits and experiences, founders Stewy van der Berg and Inus Smuts created Suncamino Rum to inspire adventure. The name means 'journey to the sun' and is a fitting name for adventure seekers and lovers of the outdoors. Through Suncamino, Van der Berg and Smuts aim to reinvent rum and lead the category beyond the nautical themes and pirate stories of the past.

"We wanted to bottle and share the feeling of Cape Town where wild, picturesque landscapes meet an eclectic mix of cultures, tastes, sounds and sights. When people drink Suncamino, they do so because they want to become a part of a lifestyle that's represented by the brand – one that is centered around creativity, individuality and adventure," says van der Berg.



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Creative director Smuts explains how they plan to make a splash in the UK market: “We want to build something with our consumers that will inspire moments of storytelling, create value and make a difference. We are very fortunate to have 31Dover to fast-track our UK distribution, a passionate brand team, and some great strategic investors, including the likes of Mark Barnard, serial investor and ex-CCO of Diageo-Global.”

According to the brand, Suncamino Floral Rum stood out from hundreds of international craft rum brands during the selection process, due to its beautiful flavour profile, and strong brand presence. It appeals to the gin drinkers with its floral aspect, the whisky drinkers with its oak-aged character, and the rum drinkers with its innovation within the category. It aims to offer an alternative for those looking for craft credentials in another spirit category, encapsulating the essence of summer with a unique Capetonian flavour.

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