

Spice Islands Distilling Co. opens its first European markets

Spice Islands Distilling Co.'s vision for its business has always been to 'Raise Indonesian Spirits' and central to this vision has been making world class Spirits. The brand has already won 29 medals and awards for their range of gins (East Indies) and coffee liqueur (Nusantara Cold Brew) at prestigious competitions such as San Francisco Spirits awards, IWSR, World Spirits awards, and the Bartenders Spirits Awards, to name a few.

Exporting to a highly sophisticated market such as the EU is a major milestone for the company and is a sign of things to come. In a partnership with national distributor Aman & Merkle, the product will be available in Germany from early January. Having ready supply within Europe to ship in smaller quantities, this partnership will allow **Spice Islands Distilling Co.** to quickly expand markets in Europe.



Indonesia, especially East Indies Gin. 2024 is all about expansion, we are already in talks with Australian partners, our products are in Sydney Duty Free and also poured in some of the finest bars in Singapore. It's very exciting to see the gin compete in international markets and I think it really says a lot about the quality of our products.

says General Manager, Richard Irving.

Whilst gin consumption in Germany is a lot lower than countries like the UK and Spain, it's still a very popular category and has seen a lot of growth in the premium end. As an exported product, East Indies Gin no longer has the tax saving advantage it had in Indonesia where the absence of Import tax saves close to \$20 US. This means East Indies is priced similarly to well known super premium gins such as Four Pillars and Hendricks, a price point which it seems to be able to handle with aplomb.

