

Richland Rum, Hayman's Gin, Simple Truth Snack Pots and Doctor Chocolate

 By [Lauren Hartzenberg](#)

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In #FreshOnTheShelf, we round up some of our favourite food and beverage products that have hit the shelves recently.

Richland Rum

Boutique liquor distributor Covert Distributions has launched America's only single-estate and single-barrel rum, Richland Rum, in South Africa. A family-owned, award-winning rum from Georgia, the brand stays true to traditional rum-making standards. While today almost all commercial rum is made from molasses, a by-product of sugar refining, Richland Rum is produced using sugar cane.



The brand has been making rum for the past 20 years, using two varietals of sugar cane grown in the sandy soils of the Richland Estate, distilling in copper pots and using oak barrels for maturation. Because Richland Estate produces sugar cane for use in rum rather than molasses, the agricultural practices are focused on developing the potential flavours of the rum. The sugar cane is processed into cane syrup, then fermented and distilled before being aged in virgin white oak barrels for a minimum of 40 months.

According to Douglas Oberwornmann, co-owner of Covert Distributions, the term single estate represents the mantra of 'field to glass' – every step of the rum making process is conducted within the same estate; no outside products or ingredients are used.

Four expressions of Richland Rum are now available in South Africa – Virgin Coastal Georgia Rum (R850), Old South Georgia Rum (R945), Chateau Elan Port Cask Exchange (R1230) and Old South Georgia Rum Terrapin Double IPA Cask Exchange (R1230). The Virgin Coastal is the better option for mixing into summer cocktails, whereas the IPA is enjoyed best as a winter sipper on a block of ice.

Richland Rum can be enjoyed at Cause Effect Cocktail Kitchen and the Athletic Social Club in Cape Town, and is sold by selected retail outlets including Norman Goodfellows and Bar Keeper.

Hayman's of London Gin

Truman & Orange has launched Hayman's Gin in South Africa. Touted as 'a gin for people who understand gin', Hayman's is a true English London Dry Gin, made in England using a 150-year old family recipe of just ten botanicals steeped in English wheat spirit for a full day before distillation.

The premium gin is described as a fresh, bright and classically balanced gin with crisp citrus, subtle notes of exotic spice and the depth and complexity traditionally associated with the London Dry Style. It's also unquestionably premium.



Hayman's is made by a family-owned and -run team of people who want to continue the traditions of Victorian-era gin that originally made it such a popular drink. Fourth generation master distiller, Christopher Hayman's great-grandfather pioneered the classically-balanced, traditional style of English gin that inspires Hayman's Gin. This year celebrating 50 years in the gin industry, Christopher Hayman has passed on the hands-on approach of his 49 years' working in English Gin to his children who have taken over the business.

Aside from Hayman's True English London Dry Gin, a second variant will launch in SA simultaneously: Hayman's of London's True English Old Tom Gin. Dating back to a period when gin was more richly flavoured, the generous quantities of botanicals used in the family recipe create a bold citrus and juniper pine character that is rich and rounded on the palate with a beautifully delicate finish. The subtle, underlying sweetness keeps it true to the original style of Victorian gin first enjoyed in 19th Century England.

Both variants of Hayman's of London are available nationwide in all good bottle stores, including Makro, Norman

Goodfellows and Pick n Pay Liquor, retailing at R330 per bottle.



#FreshOnTheShelf: Sweetly by Nomu, Loxtonia's baobab cider and new Squish products

Lauren Hartzenberg 19 Feb 2019



Simple Truth Snack Pots

A new addition to Checkers' Simple Truth wellness range, the on-the-go Snack Pots are ideal for suppressing hunger the healthy way. As with all products from the extended range, the Snack Pots have no artificial colours or flavours, no artificial sweeteners and no added MSG.

**SWEET POTATO,
BROCCOLI &
BACON POT**

ROASTED SWEET POTATO, BROCCOLI,
BACON & YOGHURT DRESSING

- ✓ 100% OF FIBRE
- ✓ NO ADDED SUGAR
- ✓ NO ARTIFICIAL COLOURS OR FLAVOURS
- ✓ NO ADDED PRESERVATIVES*

Simple Truth

NO ADDED SUGAR

**SWEET POTATO,
BROCCOLI &
BACON POT**

ROASTED SWEET POTATO,
BROCCOLI & BACON WITH
YOGHURT DRESSING



There are currently six pots in the range:

- Goji Berry, Oat & Honey Pot - gluten-free oats soaked in full cream yoghurt and honey with toasted seeds and goji berries.
- Tropical Chia & Oats Pot - gluten free oats soaked in coconut milk and full cream yoghurt with honey, flaked coconut and pineapple.
- Bean & Corn Pot - red kidney bean, corn and salsa salad with chilli, coriander and toasted lentils.
- Chicken, Grains & Basil Pesto Pot - sliced grilled chicken breast with mixed grains, rocket and basil pesto.

- Egg, Grains & Sundried Tomato Pot - egg with mixed grains, baby spinach and sundried tomato pesto.
- Sweet Potato, Broccoli & Bacon Pot - roasted sweet potato, broccoli and bacon with yoghurt dressing.

Simple Truth Snack Pots retail for R29.99, and the full range is available nationally at all Checkers and Checkers Hyper stores.

Doctor Chocolate

Confectionary distributor Swiss Diversitas Group has introduced its quirky Doctor Chocolate brand to the South African market. Competing internationally in the children's and family segment, Doctor Chocolate has been launched locally with three fun product offerings: Doctor Chocolate Original; a syringe filled with hazelnut spread; Doctor Chocolate Magic, a candy-coated praline; and Doctor Chocolate Chess 210g, milk and white chocolate chess pieces complete with a foldable chess board.

The brand has also teamed up with Nontwenhle "Nonts" Mchunu, the country's first black chocolatier.



Commenting on Doctor Chocolate's entry into SA's R5.5 billion chocolate market, Swiss Diversitas Group director Nicolas Thoenen says, "It's become an increasingly competitive space but we are excited. Nontwenhle and I bring some unique dynamics to the brand, from both a commercial point of view and as a chocolatier respectively. We believe Doctor Chocolate's superior quality, fun approach and well-considered price point will resonate well with the South African market."

Doctor Chocolate is available in major supermarkets, including Checkers and Clicks.

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