

# New from Seedlip, Opstal Vars and Autograph Gin



26 Sep 2019

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

#### Seedlip

South African drinks company Truman & Orange has brought the distilled non-alcoholic spirit, Seedlip, to South Africa. Seedlip uses manufacturing processes, ingredients, formats and occasions common to their alcoholic counterparts, to produce a sophisticated alternative non-alcoholic drink. It promises zero calories and is sugar-free, sweetener-free and artificial flavour-free.



Launched in November 2015, Seedlip sold out in London's Selfridges and is now served in 150 Michelin-star restaurants and the world's top cocktail bars, hotels, restaurants and retailers across London, Barcelona, Stockholm, Berlin, Copenhagen, Milan, Stockholm, Hong Kong, New York, Los Angeles, San Francisco, Sydney, Melbourne and now South Africa.

Ben Branson founded Seedlip in his kitchen in the English woods with a small copper still ad a copy of *The Art of Distillation* written in 1651, which documents distilled non-alcoholic herbal remedies used by apothecaries. Blended and

bottled in England, Seedlip has created a bespoke maceration, copper pot distillation and filtration process for each individual botanical that takes six weeks.

Available in two expressions, Seedlip Garden 108 captures the essence of the English countryside with top notes of the handpicked peas and hay from the founder's family farm with a herbal base character of spearmint, rosemary and thyme. Seedlip Spice 94 is aromatic with strong spice (allspice berries and cardamom) and citrus (lemon and grapefruit peel) top notes and a long bitter from the highest quality barks (oak and cascarilla). Both spirits are best served with tonic or as the base for martini or sour style non-alcoholic cocktails.

Seedlip sells at a RRP of R249 for 200ml bottle and R450 for 700ml bottle.



### #FreshOnTheShelf: New from Coca-Cola, FutureLife and The Kitchen

Lauren Hartzenberg 23 Aug 2019



## **Opstal Vars boxes**

Opstal Vars boxes from Opstal Wine Estate, located in the Slanghoek Valley close to Rawsonville, are packed with seasonal and artisan products sourced from trusted local farmers and producers in the Breedekloof Wine Valley. The new venture is operated by the Opstal Restaurant, headed up by talented Chef PJ Lombard.

Opstal has been family owned and run since 1847 and the current operational duo of Zak and Attie Louw are the seventh generation descendants of JC 'Lang Jan' Rossouw, the first owner of 'De Opstal bij de Fonteine'. Together with their parents, Stanley and Ria Louw, the sixth generation on the farm, have forged relationships with farmers and speciality producers in the area, enabling them to fill Opstal Vars boxes with both every day and niche products at a fair price.





A bottle of Opstal wine is included in every box, and the use of plastic and packaging is limited where possible. Opstal Wine

Estate has created a role for an additional worker on the farm to manage the packing of the boxes and hopes to create more jobs as the demand for the boxes increase.

Opstal Vars boxes are offered at R650 per month. Orders are placed monthly through the <u>online shop</u>, for collection from one of the Opstal Vars hubs. The subscription can be cancelled at any time.

## **Autograph Signet Gin**

Award-winning craft gin brand Autograph Gin has released Signet, a premium addition to the Autograph family. This contemporary-style gin in its apothecary-inspired bottle is only available in limited quantities, 20 of which are adorned with a distressed bronze grip as its stopper. The sculptural crown atop the bottle of Signet has been exclusively designed for Autograph by Stellenbosch-based artist Jacques Buys.

It was made through the lost wax or investment casting process, in which the cork head was sculpted with clay and the focal areas of the piece were covered with the artist's hand and fingerprints. That means the bronze work is moulded so that one's hand can grasp the stopper seamlessly, making these particular bottles of Signet Gin ideal for collectors of premium craft products.



Signet Gin is a blend of African honeybush and green rooibos tea that is gently lead by top notes of hibiscus. The mid-palate finds a velvet mouthfeel provided by subtle and fragrant fynbos oils. Nuances of confetti bush are contrasted by the sharp citrusy buchu. It's designed to be sipped neat, or on the rocks.



Autograph Signet Gin retail for approximately R1,110 and is sold at Autograph Distillery in Stellenbosch and at selected liquor outlets, including Bar Keeper Liquor Store (Cape Town), Claremont Liquors (Cape Town), Wine Village (Hermanus), Dry Dock Liquors (Johannesburg) and Craft Cartel (Johannesburg).

#### ABOUT LAUREN HARTZENBERG

Managing editor and retail editor at Bizcommunity.com. Cape Town apologist. Dog mom. Get in touch: lauren@bizcommunity.com.

- Celebrating African creativity: Lucky Star and Chepa Streetwear collab on Phatsimo collection 7 Jun 2023
- PayJustNow's CEO on the benefits of 'buy now pay later' for consumers and businesses 6 Jun 2023
  #YouthMonth: Glow getter Ayanda Majola talks Yanda Cosmetics venture 2 Jun 2023
- SA retailers and consumers count the costs of a collapsing state 1 Jun 2023
- Jane Wurw and's journey building the Dermalogica skincare empire 22 May 2023

For more, visit: https://www.bizcommunity.com