

Hitting the shelves this summer: Thirst launches gin and tonic premixes for immediate release

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With South African consumers seeking more ready-to-use alcoholic products that are not only delicious but convenient, Thirst recently launched its Thirst Gin and Tonic Premixes.



Continuing from other successful products introduced into the South African market, Thirst has now expanded its presence by introducing four new gin and tonic premix variants as well as a variety pack.

“Following a successful launch of our other alcoholic products, there has been a great demand and positive feedback on this particular gin and tonic premix range,” explained the Thirst marketing team.

They continued, “We are delighted to offer this premix range to consumers in South Africa and broaden our local footprint in this market which has shown massive growth potential for the premium gin category.”

Perfect for summer, these refreshing alcoholic drinks are available in packs of four, six and 24. The Blood Orange Gin & Tonic offers a subtle citrus aroma with a healthy balance between tartness, bitterness and sweet taste. The Pink Grapefruit Gin & Tonic brings forth floral notes with a sweet and refreshing balance of bitterness and the acidity of pink grapefruit. Within the new range, the Elderflower Gin & Tonic offers profound floral aroma, honey and pear notes, and a unique tart taste. The Morello Cherry Gin & Tonic offers a tart taste of sour cherry and notes of amaretto. Each premix sits at 5% ABV.

The marketing team continued, “These premixes are delicious. They are the perfect no mess, no fuss, great summer drink. They are available in-store at Norman Good Fellows or consumers can order online via the Thirst website.”

In celebration of Black Friday 2021, Thirst is offering special deals on its premix range as well as other top brands and selected products.

Boilerplate

Thirst, South Africa's number one specialists in bar solutions, offers a wide variety of services that cater to any size business or private event. For more information, call 011 444 9401 or email info@thirst.co.za. Thirst Gin and Tonic are available on: <https://online.thirst.co.za/thirst-products/>.

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Thirst has fostered a reputation for providing excellent service from a platform of market leading equipment. By continually offering new, unique and innovative locally and internationally inspired products, like the Thirst Bartenders Marker, and using mobile bar units that are state of the art.

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