

SA's The Duchess Virgin Gin & Tonic scoops two awards at Global Soft Drinks Congress

South African non-alcoholic beverage brand, The Duchess Virgin Gin & Tonic, has been awarded Best Adult Drink as well as Best New Drink Concept at the 2018 Zenith Innobev Awards in Prague. The newly launched event celebrates successful innovation in beverages worldwide, and formed part of the 14th Global Soft Drinks Congress held this week.



The Duchess founders

The awards are organised by global food and drink company Zenith, which has helped shape the worldwide food and drinks industry for more than 20 years.

Over 100 entries from around the world, in 15 categories, demonstrating creativity, innovation, marketing and sustainability, participated in this year's awards. The Duchess went up against top international brands such as Fizzique, Gunna and Vita Coco.

"Competition was extremely tough as we faced many great products across the world. This award further validates our vision at The Duchess and continues to be supported by our loyal customers in their pursuit for a healthier, crafted and authentic non-alcoholic drink," said The Duchess Virgin Gin & Tonic co-founder Inus Smuts.

Co-founder Johannes Le Roux also commented: "We are extremely proud to have represented the rising non-alcoholic category, as well as South Africa internationally. We are so pleased that, shortly after a year of launching, The Duchess is already surpassing our expectations."

The team launched their new Floral variant in November 2017 and have since been distributing both variants across Southern Africa, Belgium and the UK.

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