

United States crowns UK gin and wine blend with £90k export deal

As the global demand for British Gin continues to grow, with the UK exporting £617.7 million worth of the tippie last year, distillers across the UK are tapping into the international opportunities in the alcohol industry.

GinKing, an alcohol producer based in Dorking, Surrey has just secured a new £90,000 export win with a wine merchant in the United States and is set to increase its annual turnover by 10% as a result.

Secretary of State for International Trade Liz Truss MP said:

The UK 'ginassaince' is booming with companies like GinKing driving its success and capitalising on the global demand for quality British-made alcohol.

Distillers across the country should be grasping these international opportunities and showing the rest of the world that the UK is ready to trade.

Founded in 2017, Ginking broke the mould with its unique sparkling alcoholic beverage that blends quality wine sourced from local South of England vineyards and a unique London Dry Gin.

The new deal will see the company's lower alcohol product stocked in roughly 350 Cost Plus World Market stores across the United States through wine merchant and importer Plume Ridge.

The Department for International Trade (DIT) helped the company to secure a grant to attend Prowein, a wine exhibition in Germany and meet with the US importer.

John Worontschak, Managing Director at The Ginking Co Ltd said

The recent US deal is a really exciting step for us on our exporting journey. Being a very young company, our turnover is always increasing, and exports are an integral part of this growth, currently accounting for 12% of total sales.

DIT has helped our small business to grow internationally with useful face-to-face meetings, introductions to UK embassies, industry data on various markets and of course this grant which indirectly led to securing the US deal.

Exporting is an obvious way of diversifying risk and I would encourage other UK companies to contact DIT and see how they can support with overseas growth.

Although Ginking was only founded 2 years ago, its turnover is expected to reach £1 million by the end of this financial year, and the producer has already found success in other international markets.

Consumers across Switzerland, Germany, Iceland, Austria and Canada are currently sipping on the gin and wine beverage as the company plans to further expand into Australia with support from DIT.

As well as the growing gin market, GinKing's product has also allowed the company to capitalise on the burgeoning English wine industry, with experts predicting that exports of the British-made fizz could reach £350 million by 2040.