

Latin Gin reveals its Latin-inspired brand story

This is a special feature from *Global Travel Retail Magazine's* [2023 Summit of the Americas issue](#), on page 44.



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Inspired by a love story, a love of travel and a love of adventure, Latin Gin is described as an authentic and timeless gin that is true to the Latin way of life. The budding brand is new to duty free and has already earned interest from multiple retailers in the channel. Co-Founder Ivania Sher tells *Global Travel Retail Magazine* it represents a new segment in the gin category and attracts a new type of consumer – one that desires quality over quantity.

From the start, the team at Latin Gin set out to offer a different kind of experience – one that not only celebrates the spirit and its rich tradition, but also creates a feeling of connection. The brand's emergence is based on the fact that consumers – especially those shopping in duty free and travel retail – are increasingly interested in finding fresh, exciting and fun spirits. Since Latin America and

Latin Europe present some of the world's most desired destinations the brand's product range is a match.

At a glance, Latin Lover and Latin Beach appeal to new gin drinkers; Latin Lover is a soft gin infused with strawberries and roses, Latin Beach is more playful with a passionfruit nose and a hint of citrus. Classic in style, Latin Spice and Latin Secco are also available for more traditional gin drinkers.

"Latin Gin is famous for its beautiful aromas; and our fine botanical collection is curated from countries in Latin America and Latin Europe. Tradition, love of the land, care for the environment and respect for an age-old way of life are values that underpin the gathering of Latin Gin botanicals. The brand's artful blend of ingredients gives Latin Gin its passion, unique character and perfected flavor," she explains.

Crafted in Italy, Latin Gin is "a work of modern craftsmanship produced in the foothills of the Italian Alps." As shared by Sher, the collection is made in a boutique-size distillery by a century-old family business that has perfected the art of spirits production. The master distillers of Latin Gin have a heritage of art, culture and design, "imbuing the final spirit with sophistication." The gin is made with an uncompromising attention to detail. Sher points out that each bottle of the gin has historical roots and is a masterpiece of tradition.

Trending worldwide

According to Sher, Latin Gin embodies escapism and experimentation and Latin culture is trending worldwide. Enjoying a cocktail is all about being transported to a new place or the comfort of the familiar. Latin Gin's four expressions: Latin Lover, Latin Beach, Latin Spice and Latin Secco are crafted for "the most important cocktail occasions" and to capture a diverse range of emotions.

"We see on social media an excitement of the Latin twist on familiar cocktails such as Latin Mule, Latin Margarita, Brazilian Negroni and Spanish Sling. It's exciting to see a whole culture reclaiming a spirit category as their own. Like a new genre of music, Latin Gin expressions open the door to creativity behind the bar," she adds.