

# Sabatini Gin pours into TR and DF with 2.0 & Partners



Sabatini Gin is pouring into the travel retail and duty free market, bringing a taste of Tuscany with it

[Sabatini Gin](#) is set to make its debut in the travel retail and duty free market, with goals of "bringing a taste of Tuscany and Tuscan uniqueness to traveling shoppers," according to the press release.

The family-owned brand is working with [2.0 & Partners](#) to help drive its expansion on the global stage and provide "newness and craftsmanship" for both retailers and consumers.

Sabatini Gin combines classic London Dry Gin distilling techniques with the herbs and botanicals of Tuscany, which the company says helps create a product that "delivers an extraordinary Tuscan experience for the senses and the mind."

Nine botanicals are drawn from the Tuscany soil to Sabatini Gin. The plants and herbs, including juniper, wild fennel, lavender and lemon verbena, are blended by the Sabatini family at Thames Distillers in London, to create a fusion of Italian flavours with English gin-making heritage.

The Sabatini Gin range includes Sabatini Gin, Sabatini Gin Barrel, which is aged in oak barrels, and the alcohol-free Sabatini 0.0 which taps into the growing demand for low- and no-alcohol products in the market.

Enrico Sabatini, Co-founder of Sabatini Gin, said, "Sabatini products are currently available in Europe, US, Asia & Australia. Travel retail is the natural step to take in order to grow the brand awareness and the create availability of Sabatini Gin in high traffic venues like the airports and this is an excellent opportunity.

"The unique design of our bottle resembling the Tuscan landscape will be available from 2023."

Sergei Bozhok, Business Development Account Manager of 2.0 & Partners, said, "Our mission at 2.0 & Partners is to facilitate the collaboration between market-leading stakeholders and iconic brands."

"Sabatini Gin is a true example of Italian excellence, Tuscan beauty and uniqueness, and it will be a huge asset to any retailer or operator, offer both a sense of place and a taste of true newness. I have no doubt that the Sabatini Gin range, and stunning packaging, will enrich the offer in the important gin category and will help drive incremental sales for retail partners."