

SA handcrafted gin Inverroche looks stateside with Charlize Theron

As part of its efforts to further expand its presence in the United States of America, South African handcrafted gin brand, Inverroche, has been hosting a series of exclusive events in New York City, which culminated in being the exclusive gin sponsor at the Charlize Theron Africa Outreach Project (CTAOP) Charity Auction held recently.



Tresor and Lorna Scott at the CTAOP Charity Auction held earlier this month.

To support CTAOP, the brand partly sponsored a South African experience to the value of \$45,000 in total.

The prize includes a trip to the Inverroche Distillery, where guests will be able to make their own bespoke gin and experience the ingredients of the region firsthand.

The CTAOP charity event saw people from all walks of life experiencing interconnectedness as humans and commitment towards helping each other.

Charlize Theron and Inverroche owner Lorna Scott both align in their vision on one vital stance – the importance of community. “I’m thrilled to be bringing this very special part of Africa to the United States,” said Lorna Scott.

Preserving the environment

Founded in 2011, Inverroche was the first gin distillery to infuse the neutral base spirit with fynbos, a local edible botanical. There are more than 9,000 species of fynbos in South Africa, and the diversity of the region allows for creativity in the distilling process.

Inverroche’s Fynbos Collection comprises three gins: Gin Classic, Gin Amber, and Gin Verdant – which each feature different geographical botanicals including limestone rock fynbos, coastal dune fynbos and mountainous fynbos.



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By tapping into the natural landscape and utilising botanicals from the Cape Floristic Region, Scott and the Inverroche team were able to help alleviate the threat on this fragile biome from the agricultural development and invasive alien plants in the area.

“At Inverroche, our gins represent the heritage that is unique to the southern coastal region and the importance of preserving the environment that allows this flora – which are found nowhere else in the world, to flourish,” comments Scott.