

Rogue eyes Oz after Hancocks deal

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A deal with liquor distributor Hancocks is just the tonic Auckland-based Rogue Society Gin needs as it eyes expansion to Australia, says co-founder Daniel McLaughlin.

McLaughlin, who founded Rogue Society Gin with Mark Neal and Richard Bourke, said the deal with Hancocks, which will see the gin brand stocked nationwide, would provide a base from which the company could expand.

"The deal with Hancocks will give us a much needed sales and distribution platform because it has really just been us up until now, and it also gives our customers access to be able to order through their local rep," McLaughlin said.

Although the deal would provide further exposure for the business, its products were already being stocked in 123 bars in Auckland, Wellington, Christchurch and Queenstown and by 43 retailers nationwide.

Bourke said the company decided to specifically target the premium gin market, and had spent three years perfecting everything from the gin recipe and botanical flavours, through to the individualised bottles, which were based on original antique gin bottles found in Europe.

The company, which officially launched in February, was looking at expanding into the Australian market next year, although New Zealand would always be the number one priority, he said.

"We're really keen to fly that New Zealand flag," Bourke said.

"We want to be the gin from New Zealand, and that's really a key part of our story."

- NZ Herald

Read more by [Holly Ryan](#)

