

Thirst, Inverroche launch immersive gin experience

Issued by [Thirst Bar Services](#)

8 Apr 2021

Thirst Bar Services have partnered with Inverroche to launch The Inverroche Gin School, an interactive and fun gin masterclass.

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It's one thing to be a gin lover and appreciate all things gin but it's another thing altogether to attend a gin tasting experience and distill your very own bottle of the popular spirit.



Ideal for a range of events and celebrations – from corporate team buildings, to birthdays and bachelor and bachelorette parties – participants in the Inverroche Gin School will have the opportunity to not only explore new gin flavours and aromas, but also create their very own bespoke gin.

Clyde Ackerman, co-founder at Thirst Bar Services, says the concept was launched in response to the massive rise in popularity of gin in recent years both locally and abroad. In fact, the [global gin market is](#) expected to reach \$17.36bn by 2025. In a local context, South Africa has the [second-highest](#) number of registered gin companies in the world next to the UK.





“Inverroche Gin School provides participants with the ultimate gin experience. Participants will be treated to an interactive tasting of the full Inverroche Gin portfolio as well as be guided step-by-step through the process of blending up their own gin from a bouquet of botanicals and tinctures.”

Ackerman says the concept was introduced in response to a growing demand for unique experiences.

“In today’s experience economy, people want to attend events that offer a unique and immersive experience, which is why we partnered with Inverroche, a leader in the South African gin space, to create an innovative, fun and experiential experience that can plug into any type of event.”

Inverroche Gin School is either available as a face-to-face offering or a virtual masterclass. Packages start from as little as R375 per head.

Visit thirst.co.za or email info@thirst.co.za for more information.

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Thirst has fostered a reputation for providing excellent service from a platform of market leading equipment. By continually offering new, unique and innovative locally and internationally inspired products, like the Thirst Bartenders Marker, and using mobile bar units that are state of the art.

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