

BRAND AUDIT //

## *Women in Drinks Breaking the Bias*

*In celebration of International Women's Day 2022, we looked at some highly inspirational women who have founded their own drinks brands. Whether it be rule-defying craft beer, forward-thinking cassis, or new age canned wine, here's our snapshot of amazing women in drinks #breakingthebias.*

[www.wearewonderworks.com](http://www.wearewonderworks.com)



HIGHLIGHTS //



**kasama**  
SMALL BATCH RUM

MAISON  
MIRABEAU



AUDIT //

## Wild Card Brewery

Jaega Wise, Head Brewer

A decade ago, Jaega Wise moved from Nottingham to London to start a brewery in Walthamstow. An award-winning brewery and bar operator, Wild Card Brewery creates no-nonsense, uncompromising beers and inclusive drinking spaces from its base in North London.

For the past two years, Wild Card has hosted the London chapter of the International Women's Collaboration Brew Day, keeping with Wild Card's emphasis on cooperation and equality. Jaega is also an increasingly prominent speaker, shining a light on sexism and other forms of discrimination in the brewing industry.

[www.wildcardbrewery.co.uk](http://www.wildcardbrewery.co.uk)



Wild Card  
BREWERY





**PALE ALE** // Creamy and sessionable pale ale, mashed in hot with pale malt and a blend of oats. Wild Card created a whirlpool in the kettle, then fermented with a specially selected yeast for a high-gravity, sweet finish.





**JAEGA WISE** // “We always felt like the wild cards in our industry. We didn’t come to it with loads of money - everything we’ve achieved has come through hard work and by fighting for it.”



AUDIT //

## *Current Cassis*

Rachael Petach, Founder & CEO

On a mission to shake up the classic cocktail and bring you joy, Rachael Petach is the Founder of Current Cassis. An all-natural 16% ABV sipper made by hand from lightly fermented New York blackcurrants, whole green cardamom, bay leaf, citrus rind, lemon verbena, wild honey and clean distilled spirits, Current Cassis is the Hudson Valley's answer to a lightly fermented, blackcurrant liqueur.

Versatile, like vermouth, and fun to experiment with, Rachael loves introducing it to classic cocktails such as a negroni or Manhattan.

[www.ccassis.com](http://www.ccassis.com)











**C CASSIS** // An all natural 16% ABV sipper made by hand from lightly fermented NY blackcurrants, whole green cardamom, bay leaf, citrus rind, lemon verbena, wild honey and clean distilled spirits.



AUDIT //

## *Kasama Run*

Alexandra Dorda, Founder

Second-generation spirits maker Alexandra Dorda launched Kasama Rum in 2020. Daughter of Tad Dorda, the Co-Founder of leading vodka brands Belvedere and Chopin, Alexandra strayed away from vodka to create a seven-year-old aged golden spirit inspired by her mother's Filipino heritage.

Distilled in the Philippines using local produce and techniques before being brought to the family's distillery in Poland, Kasama is a sunshine-spirit with all the flavours of the tropics.

[www.kasamarum.com](http://www.kasamarum.com)

**kasama**  
SMALL BATCH RUM





**KASAMA** // Distilled from freshly pressed noble cane juice, then aged in American oak barrels, Kasama has all the flavors of the tropics: sweet pineapple, a hint of vanilla, and just a pinch of sea salt.



AUDIT //

## *Maison Mirabeau*

Jeany Cronk, Co-Founder

After years of dreaming and scheming, Co-Founder of Maison Mirabeau, Jeany Cronk, moved to Provence with her family with a goal to make world-class rosé. Twelve years later, Mirabeau is one of the UK's most loved and best-selling French rosé brands, and aspires to balance people, planet and profit in everything that it does.

From a versatile range of premium AOP Rosés, an innovative Atelier Mirabeau selection and a Riviera inspired pale pink Gin, Mirabeau offers something for every occasion.

[www.maisonmirabeau.com](http://www.maisonmirabeau.com)

— MAISON —  
MIRABEAU







**PASSION** // Delicate and divine, elegant and uncomplicated...they're the good life in a glass. Sometimes the best wines come with the best stories. Stories of love, adventure and a serious passion for rosé.



**PROVENCE** // Beautiful Provence is the world leader in producing dry, gastronomic rosé wines. Although the region boasts 300 days of sunshine a year, there can be vintage variations across this large and geographically diverse area.



AUDIT //

## *Muyu Liqueurs*

Monica Berg, Co-Founder

Monica Berg is an award-winning bartender and entrepreneur. In 2019, she founded Co-Founded Muyu Liqueurs with De Kuyper, Alex Kratena and Simone Caporale. A modern liqueur, created with natural ingredients, Muyu brings extraordinary ingredients to modern bartenders.

Meant to be shared in highballs during aperitif hour, mixed in cocktails or drunk on the rocks, Muyu's aim is to make people passionate about ingredients and to use its business to inspire and implement solutions to environmental crises.

Monica is also the Co-Founder of Tayēr + Elementary, one of The World's 50 Best Bars.

[www.muyu-liqueurs.com](http://www.muyu-liqueurs.com)







**NATURAL INGREDIENTS** // Each liquid begins with the precious extraction of a single note, after which the secondary sequences of extraordinary ingredients are wrapped around each note to create a completely developed and complex liquid

AUDIT //

## Caleño

Ellie Webb, Founder

Founder of the unapologetically bold, vibrant and joyful, Caleño, Ellie Webb is on a mission to spread the 'joy of not drinking.' An alcohol-free spirit of Colombia distilled and bottled, Caleño is a burst of tropical flavours, evocative spices and fresh botanicals, and an authentic celebration of Latin life. The antidote to the serious world of non-alcoholic drinks, Caleño is about bringing a moment of joy to the everyday.

[www.calenodrinks.com](http://www.calenodrinks.com)

**CALEÑO**<sup>®</sup>  
TROPICAL NON-ALCOHOLIC SPIRITS







CALEÑO // Fuelled by that Latin positivity, Ellie set out to infuse the sun-drenched flavours of Colombia with her non-alcoholic spirits.





AUDIT //

## 21 Seeds

Kat Hantas, Nicole Hantas-Emanuel & Sarika Singh

Founded by trio Kat Hantas, Nicole Emanuel & Sarika Singh, 21 Seeds is an all-natural line of fruit and botanical-infused tequila. Craft-Infused with the ripest and juiciest fruits in Jalisco, Mexico, 21 Seeds comes in Valencia Orange, Grapefruit Hibiscus and Cucumber Jalapeño.

21 Seeds makes more than just a delicious tequila: it inspires people to gather their friends new and old, cross borders, share ideas and make connections. It's the seed of something bigger.

[www.21seeds.com](http://www.21seeds.com)







**THE GOAL** // Looking for a female operated distillery in Mexico, Kat, Nicole & Sarika found one owned and predominantly staffed by women - a perfect fit. Together they worked on different infusions and got each recipe just right. Two sisters, one friend, all natural: 21 Seeds was born







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