

Gin Brand GINSTR to beat Asian market

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GINSTR founders Alexander Franke (34) and Markus Escher (27) were invited to Hong Kong for the Chinese New Year celebrations to officially hand over the first bottle to Ritz Carlton Bar Manager Oscar Mena. The basis for the partnership with the luxury hotel chain and the invitation to Hong Kong was formed by the recent double gold medal win at the China Wine & Spirits Awards (CWSA), the largest competition of its kind in Asia.

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GINSTR is now sold across Hong Kong and mainland China, as well as in Macau, Vietnam, Singapore and Korea. These will be joined over the next two months by Thailand and Taiwan.