

Goan Ochre Spirits targets Rs 100 Cr milestone in 3 years

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Ochre Spirits aims to become a 100 Crore brand within 3 years. The company also plans to capture over 10 per cent market share in the premium craft spirits segment within the next five years. Additionally, Ochre Spirits is setting up India's first state-of-the-art artisanal spirits tasting room, named the 'Ochre Experience Centre,' and will expand to multiple cities in India starting from Sinquerim, Goa. Future locations will include Bangalore, Mumbai, Pondicherry, and Gurgaon. The company's strategy includes exploring distribution opportunities in the Middle East and Asia-Pacific regions, which will contribute significantly to reaching the target of a 100 Crore revenue mark. John Royerr, Founder of Ochre Spirits, shared these plans in an exclusive interview with NUFFOODS Spectrum.

Explain your vision behind starting Ochre Spirits.

Having been deeply immersed in the spirits industry for many years, I have always been captivated by consumer insights. It has long been my aspiration to launch a brand that offers consumers something innovative and exceptional. Throughout my career, I observed a strong demand for smoother, better-tasting drinks with unique qualities. This insight inspired me to develop Ochre Spirits, a brand dedicated to revolutionising the flavoured and artisanal spirits market.

Our vision for Ochre Spirits is to introduce a new standard in flavoured rum, gin, and vodka, providing a premium drinking experience at accessible prices. We have meticulously curated a range of products that meet these high standards, and we are excited to unveil our forthcoming lineup. Our goal is to establish Ochre Spirits as a global brand, becoming a staple in home bars and an integral part of the burgeoning cocktail culture.

You aim to make a 100 Crore brand in 3 years, how can this be possible? Please explain.

The flavoured and artisanal spirits industry presents significant potential in India and globally. With consumers increasingly seeking elevated drinking experiences and exclusive offerings, there is ample opportunity for new brands to capture a

substantial market share. We are committed to introducing unique products at regular intervals to captivate consumers' attention. Our presence across multiple categories allows us to leverage this diversity to achieve our goals. Our strategy includes exploring distribution opportunities in the Middle East and Asia-Pacific regions, which will significantly contribute to reaching our target of a 100 Crore revenue mark.

Please elaborate more about all the products which you are offering to the Indian market.

In a short period we have launched an interesting mix of products that have been curated especially in sync with consumer preferences. We are fortunate so far, our products have been very well received. In the flavoured Gins we have Saffron, Rose and Raspberry; and Kiwi and Pear. In Rums, we have Nutty Berry and Citrus Punch. In Vodkas we have Peach and Cherry; Berry and; Apricot and Plum. This lineup will soon have more unique additions; some are ready some we are working on.

How are Ochre Spirits products different from existing products in India?

The new brands in the artisanal and flavoured spirits industry are doing commendable work and have produced excellent products, contributing to the growth and maturity of the segment. However, Ochre Spirits distinguishes itself by focusing on experience-oriented products that elevate the drinking experience.

Our products are crafted with the highest quality ingredients, emphasising the use of real macerated fruits. This approach ensures that each drink is rich in natural flavours, providing a unique and pleasurable drinking experience. We meticulously balance the essence and notes of the spirits to create distinctive flavours that stand out in the market.

What are the innovations you are planning to make your products vibrant in India?

We are curating each product with innovative blends to reduce the harshness associated with traditional spirits by incorporating flavours of fresh fruits, spices, and nuts. Our goal is to perfect the balance and create the best possible experiential drinking.

In addition to this, we are currently in the R&D stage of developing low-calorie spirits. This innovative approach aims to cater to the conscious consumer who seeks to enjoy premium spirits without compromising on taste or quality. By reducing the calorie content while maintaining the vibrant flavours, we aim to offer a unique and guilt-free drinking experience.

Through these innovations, we strive to make our products stand out in the Indian market, providing consumers with a delightful and health-conscious choice.

What is your Research and Development plan?

At Ochre Spirits, we believe that investing in Research and Development is crucial for staying ahead in the industry. As a young brand, this is a major focus for us. We are dedicated to studying each spirit and ingredient in-depth, analysing their interactions with each other and in combination with various other elements under different conditions. This rigorous research enables us to create innovative and high-quality products. One of our key initiatives is the development of low-calorie and low-alcohol spirits. This approach caters to health-conscious consumers who want to enjoy premium spirits without the excess calories. By maintaining vibrant flavours while reducing calorie content, we aim to provide a guilt-free drinking experience.

Furthermore, we are committed to creating spirits that can be enjoyed without the need for sugary mixers. Our innovative blends use fresh fruits, spices, and nuts to achieve a balanced and smooth taste, making our spirits a preferred choice for Indian consumers looking for healthier options. This focus on natural ingredients and innovative techniques ensures that our products stand out in the market. Through these efforts, we intend to make Ochre Spirits a go-to choice for consumers who value quality, health, and exceptional taste.

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