

Ochre Spirits unveils Mango Citron Rum

18 July 2025 | News

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Ochre Spirits has unveiled its newest expression, Ochre Mango Citron Rum, a bold yet smooth blend that pairs the crisp tang of raw mango with the brightness of citrus. This new entrant marks Ochre's fourth product release and second in its innovative rum portfolio. The brand has projected that over 30,000 cases of Mango Citron Rum will be sold in the next three years, with Goa, Maharashtra, and Karnataka as key growth markets.

The distribution of this rum in Maharashtra and Karnataka is going to commence by the end of August, backed by curated bar partnerships and retail placements. Distilled with care and infused with real fruit extracts, Mango Citron Rum combines two unmistakably familiar notes of green mango and fresh citrus, reimagined in a spirit that is both easy-going and expressive. The result is a rum with a tart, zesty start and a clean, rounded finish, ideal for sipping, splashing with soda, or crafting uncomplicated cocktails.

"This one carries a quiet familiarity, the kind that takes a moment to place, but stays with you long after," said John Royerr, Founder of Ochre Spirits.

"It's not just a flavour we created, it's one that was requested, repeatedly, by both our customers and retail partners across markets. We took that insight and reimagined two ingredients that are deeply rooted in our cultural and culinary memory, raw mango and citrus and gave them structure, clarity, and balance. Like everything we do at Ochre, the goal was never just to be different, but to be distinct. The response we've had so far only affirms that approach. Ochre Mango Citron Rum is designed to be enjoyed year-round and approachable in any setting, whether shared over long conversations or poured at a buzzing bar," Royerr added.

With this release, Ochre continues to shape a new narrative in the Indian craft spirits space, one that's rooted in flavour integrity, minimal fuss, and confident individuality. This launch follows the successful introduction of Ochre Nutty Berry Rum, Peach & Cherry Vodka, and Saffron Vodka, as the brand steadily expands its flavour-forward portfolio for a new generation of drinkers.