

Ochre Spirits Forays into D2C Business with Cocktail Mixers

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With Ochre Club, Ochre Spirits expands from craft spirits to bar-quality mixers, completing its evolution into India's first full-stack craft beverage house



Ochre Spirits, the Goa-based craft beverage house, has announced its entry into India's booming cocktail mixer segment with the launch of Ochre Club, a range of bar-quality cocktail mixers. This launch not only introduces a new product range but also marks Ochre's first move into direct-to-consumer (D2C) retail, reflecting broader shifts in how Indians are drinking and entertaining. Ochre Club launches with five classic mixers: Whiskey Sour, Picante, Mojito, Margarita, and LIIT. Each recipe has been developed and tested with Ochre's community of professional mixologists, promising balanced flavours and easy preparation at home. The mixers are available in 200ml glass bottles and travel-friendly pouches, with each bottle yielding four cocktails. The range is now available for purchase on the Ochre Club official website (www.ochreclub.com), leading e-commerce platforms, and through Ochre's existing offline distribution network.

India's cocktail mixer market is on a remarkable upward trajectory, with industry estimates suggesting its value to climb from \$621.21 million in 2025 to an impressive \$1,183.72 million by 2034. This growth, at a robust CAGR of 7.41 per cent between 2026 and 2034, positions India as one of the most dynamic markets in the world for cocktail mixers. The surge is being driven by a new generation of consumers who are enthusiastically building home bars, hosting gatherings, and seeking cocktail experiences that rival their favourite nightspots.

John Royerr, Founder of Ochre Spirits, said, "We are thrilled to open the doors of Ochre Club, our foray into cocktail mixers. Launching with The Classics felt right; the drinks people already love, made the Ochre way. But this is more than a launch for us. Ochre was built to be India's craft house of beverages, one house for every great drink an evening can ask for, and today that house reaches the consumer's doorstep for the very first time. The journey has just begun."