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Incredible Spirits launches Swigger ready-to-drink shots

The RTD shots come in Gin-based and Vodka-based options

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Incredible Spirits Private Limited (ISPL), an Indian alcoholic beverage startup, has launched Swigger, India's first line of high-quality Ready-to-Drink (RTD) shots.

This product is made with natural and organic flavours and comes in two Gin and two Vodka variations.

The RTD shots come in Gin-based and Vodka-based options. The Gin-based shots feature Elderflower and berries and Pink Grapefruit and lime, while the Vodka-based options include Mandarin and Lime, Lychee, and Cinnamon.

These SWIGGER shots come in 60ml double shot glasses with a pull rip cap closure, ensuring a secure and convenient experience while maintaining purity.

“We are excited to launch the country’s first spirits-based Ready-to-Drink premium shots brand. The RTD shots category is a completely new segment in India and, therefore, presents an enormous opportunity,” said Arun Raina, Co-founder, of Incredible Spirits Private Limited.

Tilaknagar Industries, the largest producer of premium brandy in India, invested Rs 1 crore to acquire a 19.50% equity stake in Incredible Spirits Private Limited, a prominent producer of Indian-made foreign liquor (IMFL).

Read online: https://nuffoodsspectrum.in/news/15/20511/incredible-spirits-launches-swigger-ready-to-drink-shots.html
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