NFFOODS Spectrum
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Monday, 9 November 2026

TRADE DAILY FOR INDIA'S FOOD, NUTRITION AND BEVERAGE INDUSTRY

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NEWS | BEVERAGES

Ochre Spirits expands portfolio with two new gin launches

Eyes Rs 145 crore milestone over next three years

By **Sanjiv Das** | March 31, 2026


OCHRE
SMALL BATCH
Botanically Bold
HANDCRAFTED
GIN
IMAGINED IN GOA
Plum Citron
40% v/v
PRODUCT OF INDIA
750ml
OCHRE
ORIGINS
BOTANICALLY BOLD
SMALL BATCH
GIN
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750ml

ochre

> WordPress post #39498

Eyes Rs 145 crore milestone over next three years

Ochre Spirits, the Goa-based, venture capital-backed craft beverage house announced the launch of two new gins, ‘The Original Dry Gin’ and ‘Plum Citron Gin’. The company aims for a remarkable revenue milestone of Rs 145 crore over the next three years, a target recently revised upward from Rs 100 crore as surging demand for craft spirits continues to exceed expectations in the industry.

The dual launch coincides with a pivotal phase of growth for Ochre Spirits. Building on a strong presence in Goa, Maharashtra, Karnataka, and Puducherry, the company is now preparing for a major expansion into seven states and 34 cities over the next financial year, a strategic move designed to fuel its Rs 145 crore growth ambition and bring its acclaimed lineup to a broader audience. This expanded footprint will allow Ochre Spirits to connect with dynamic on-trade venues, premium retail outlets, and a fast-growing community of cocktail enthusiasts across India.

"The first wave was about curiosity. Consumers tried craft, they liked it, and the category grew. The second wave, which is where we are right now, is about conviction. Consumers are not just experimenting. They are choosing. And when a consumer chooses a craft spirit repeatedly, that is not a trend. That is a category maturing. The gin portfolio, the national expansion, the fundraise, all of it is calibrated for a consumer who has already made up their mind about quality. Our job now is to be in every market where that consumer is drinking,” John Royerr, Founder, Ochre Spirits.

The Original Dry Gin and Plum & Citron Gin are now available in Goa and Pondicherry, with launches in Karnataka and Maharashtra slated for the coming months as part of Ochre Spirits’ structured market expansion.

Read online: https://nuffoodsspectrum.in/news/15/23289/ochre-spirits-expands-portfolio-with-two-new-gin-launches.html
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