

Premium
LIQUOR CO.

Welcome,

Premium Liquor was founded in 2017 by a group of Kiwis with a thirst for locally produced premium beverages. As we've grown, so has our portfolio, which includes local produced and international brands that speak to the New Zealand consumer.

As a company we develop, manufacture, distribute and sell quality brands that meet the needs of the modern world. We're passionate about creating experiences for the consumer by offering a variety of beverages to cater to all needs - whether your customer is looking for pre-batch cocktails, premium spirits, wine or RTD's we have got them all.

One of our key focuses is to go above and beyond for our customers, consumers and all stakeholders. We believe that by providing the best possible customer service, stocking a world class portfolio and listening to the needs of our customers and consumers we can achieve this.

So here we present to you our world class range of drinks that we hope to see on your shelves soon.

Cheers,



Tim Hunt
National Sales Manager



Matt Bruce
General Manager

HOW TO ORDER WITH US:

Direct

Email: orders@premiumliquor.co.nz
Phone: +64 9 975 7432

Allied/Tasman

Trents Wholesale (South Island)

COCKTAILS



BATCHED

PREMIUM COCKTAILS

On Tap

Our on tap systems effortlessly deliver a beautifully foamed and chilled cocktail directly from tap to glass in seconds.

We have multiple options of tap systems to suit your venue. Can be used with existing tap systems or either our Ice Plate and Ice Bank tap systems can be set up to suit your venue.

- Batched Premium Cocktails are ready in under 15 seconds, making it easy for a venue to create, saving time and money.
- Consistent pour every time to save on wastage and profitability.
- Handcrafted with quality ingredients, great tasting products already loved and tested with our BATCHED 725mL bottle range.
- Innovative technology to recreate authentic cocktails made by professionals without the need for expert cocktail staff.
- Market leading brand in the cocktail category.
- Made in New Zealand by a kiwi owned and operated business.



Espresso Martini
13.9% ABV
20L Bag in Box



Strawberry & Rhubarb Gin Sour
13.9% ABV
20L Bag in Box



Pineapple & Chilli Margarita
13.9% ABV
20L Bag in Box



Passionfruit Martini
13.9% ABV
20L Bag in Box



BATCHED

PREMIUM COCKTAILS

Batched Premium Cocktails is your solution for picture perfect cocktails at the shake of a hand. Full of flavour, loaded with class this range is a must for the liquor cabinet.

BRAND ATTRIBUTES

- Hand Crafted
- Ready to drink in 30 seconds
- Made in New Zealand



Espresso
Martini
725ml | 13.9% ABV
6 Bottles / Case



Strawberry &
Rhubarb Gin Sour
725ml | 13.9% ABV
6 Bottles / Case



Pineapple & Chilli
Margarita
725ml | 13.9% ABV
6 Bottles / Case



Passionfruit
Martini
725ml | 13.9% ABV
6 Bottles / Case

GIN

ROSE & TWIG

Triple distilled, Rose & Twig source the finest ingredients to craft our range of exceptional tasting flavoured gins. Our distinct square bottle and uniquely flavoured gins will offer your cocktail menu a vibrant, fruity twist. We are a small batched gin, produced only to order - a rare diamond and a true favourite amongst today's premium gin lovers.

Rose & Twig Blood Orange provides a citrus punch alongside zesty peel aromas and a sweet, juicy flavour.

Pomegranate Gin is infused with delicious, ripe pomegranates creating a very fresh nose with the necessary spicy tones.

Blueberry Gin is balanced, refreshing and perfectly infused with a mix of botanicals. It also has the mystical butterfly pea blossom where the colour changes with the addition of tonic.



Blood Orange Gin
700mL | 37.5% ABV
6 Bottles / Case



Pomegranate Gin
700mL | 37.5% ABV
6 Bottles / Case



Blueberry Gin
700mL | 37.5% ABV
6 Bottles / Case



SUNDOWN

NEW ZEALAND

Sundown Gin is a small batch spirit made in Tauranga, New Zealand.

It is made using botanicals such as Coriander Seed, Orris Root, Angelica and Citrus Peel then blended with crisp water from the Tautau & Waihorohi Streams to create the cleanest base to let the natural botanicals & fruit flavours shine through. This delicate blend is triple distilled & charcoal filtered to ensure the purest gin.

Expressing the bohemian and free spirit concept in a more conceptual and organic way. This design plays with the blends of botanicals, flavours and colour with beautiful watercolour backgrounds that flow freely in the background. Not constrained by the boundaries and conformity of a traditional label.



Black Doris
Plum Gin
700ml | 40% ABV
6 Bottles / Case



Original
Dry Gin
700ml | 40% ABV
6 Bottles / Case



Grapefruit &
Elderflower Gin
700ml | 40% ABV
6 Bottles / Case



It was the Empress Hotel's afternoon tea that inspired the creation of Empress 1908 Gin. Hailing from Victoria, Vancouver Island this unique gin pairs the traditional juniper notes of a London Dry with a more modern flavour profile. The result is a gin that is at once delicate and opulent.

Micro-distilled in small batch copper-pot stills, Empress 1908 is hand-crafted using eight signature botanicals: tea, juniper, rose, coriander seed, grapefruit peel, ginger root, cinnamon bark, and butterfly pea blossom. It's the pea blossom, which was discovered in one of the Empress tea blends, that imbues the gin with a distinctive earthy note.



Original Indigo Gin

700mL | 42.5% ABV

6 Bottles / Case





In deepest rural Ireland, on the edge of a lake in Drumshanbo, Co Leitrim, is home of The Shed Distillery and PJ Rigney. PJ created The Shed Distillery with its medieval copper pot stills and began a quest to fuse oriental botanicals with the local Irish ones. As it turned out, they got on very well indeed. The result of this passionate exploration is Drumshanbo Gunpowder Irish Gin - unique, extraordinary and remarkable, all bottled and labelled by local hands at the distillery.

BRAND ATTRIBUTES

- A unique visual appeal – it is a premium looking, masculine Irish Gin with a fresh citrus taste and spicy notes of oriental botanicals.
- Drumshanbo has experienced huge international sales success and is currently ranked in the top 5 best-selling premium gins in the USA.
- Drumshanbo Gunpowder Irish Gin has won multiple awards including being voted Best Gin at the prestigious 2019 Flaviar Spirit Awards in New York.



Gunpowder
Irish Gin
700mL | 43% ABV
6 Bottles / Case



Sardinian Citrus
Irish Gin
700mL | 43% ABV
6 Bottles / Case



Californian Orange
Citrus Irish Gin
700mL | 43% ABV
6 Bottles / Case

STIL

Following on from the success of Stil Vodka, we have created Stil Gin, an exceptional quality and value for money gin. Produced in a state of the art bottling plant, distilled using our pure water sourced from the Tautau and Waiohoro streams in the Bay of Plenty.

Stil Gin has notes of pine-laden juniper and coriander alongside peppery undertones, topped with a hint of citrus. Quintessentially classic.



Original NZ Gin

1L | 37% ABV
6 Bottles / Case



VODKA

STIL

Ranking as one of NZ's largest vodka brands by volume, Stil has a solid following and is a strong part of NZ's vodka history. We craft our Stil Vodka at the base of the Kaimai Ranges in New Zealand. We start by collecting water from the Tautau and Waiohoro streams in the Bay of Plenty, and then we triple distill and charcoal filter to create a pure tasting versatile vodka.

We have created two new flavours: a delicious, sweet vanilla vodka and a fruity feijoa vodka. Our flavoured vodkas are naturally flavoured and are delicious served over ice, or mixed into your favourite cocktail.



STIL Pure Vodka

1L | 37.2% ABV
6 Bottles / Case



STIL Feijoa Vodka

1L | 37.2% ABV
6 Bottles / Case



STIL Vanilla Vodka

1L | 37.2% ABV
6 Bottles / Case



STIL Peach Vodka

1L | 37.2% ABV
6 Bottles / Case

LIQUEURS



Whether you're serving a packed house or creating a unique experience for your guests, our liqueurs add a splash of excitement to any occasion. Cheers to making every Saturday special!



Saturdays SOURS

Discover our exciting range of sour liqueurs! We're bringing the 'fun' back to the liqueur category with our bright, colorful liquids, perfect for your cocktail parties.

With the tagline 'Saturdays are for the _____' ... the good times, girl's nights, boy's nights out, and everything in between.

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Purple
Grape
725ml | 14% ABV
6 Bottles / Case



Green
Apple
725ml | 14% ABV
6 Bottles / Case



Blue
Raspberry
725ml | 14% ABV
6 Bottles / Case



Jumping Goat was born in New Zealand from the love of real coffee and strong alcohol. It has a 33% alcohol content and is made from real cold brewed, fair trade coffee.

The story of Jumping Goat starts way way back with an Ethiopian goat herder by the name of Kaldi. What a legend. Kaldi discovered the benefits of a good coffee after watching his flock nibble at the bright red berries of a local plant. The goats became 'Jumping Goats' according to him and carried on energetically well into the night, so he too tried these beans and discovered what fun coffee can be. Legend has it he also mixed these beans with something a little stronger from time to time and those Ethiopians discovered how to really have a good time.



Vodka Coffee
Liqueur
700ml | 33% ABV
6 Bottles / Case



Whiskey Coffee
Liqueur
700ml | 33% ABV
6 Bottles / Case



Vodka Coffee
Chilli Liqueur
700ml | 33% ABV
6 Bottles / Case

MIXERS



Alchemy & Tonic

The Magic is in the Mixer

Alchemy & Tonic is the magic of mixer. Our range is crafted using unique ingredients, such as Cinchona Bark and Kawakawa extracts in our Indian Tonic Water. Our aim is to give discerning drinkers a magical choice of mixer options, and also provides a contemporary choice for those choosing not to drink. Every flavour has a unique magical character including an invisible man, lady sawn in half, flame eater and fortune teller.

Alchemy & Tonic's magical positioning is designed to target young, discerning spirits drinkers. Our range of magical mixers offers a more delightful way to mix with your spirits.



Grapefruit &
Thyme Tonic
Water
250ml
6x4 Pack



Rhubarb &
Smashed
Mandarin Tonic
250ml
6x4 Pack



Indian
Tonic
Water
250ml
6x4 Pack



Pineapple &
Jalapeño Soda
250ml
6x4 Pack



Ginger &
Citrus Soda
250ml
6x4 Pack



Soda
Water
250ml
6x4 Pack





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Grapefruit &
Thyme Tonic
Water
250ml
6x4 Pack



Rhubarb &
Smashed
Mandarin Tonic
250ml
6x4 Pack



Indian
Tonic Water
250ml
6x4 Pack



Yuzu &
Lemongrass
Tonic
250ml
6x4 Pack



Pineapple &
Jalapeño Soda
250ml
6x4 Pack



Hibiscus Pink
Lemonade
250ml
6x4 Pack



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Indian Tonic
Water

250ml
6 Bottles / Case



Grapefruit &
Thyme Tonic
Water

250ml
6 Bottles / Case



Rhubarb &
Smashed
Mandarin Tonic

250ml
6 Bottles / Case



Light' Indian
Tonic Water

250ml
6 Bottles / Case

WINE



MUTU in Te Reo Māori means core element or essence. True to its meaning, winemaking is at the heart of how MUTU wines are created.

Our winemakers each express their passion and showcase their craft with the wines that they produce, often pushing the traditional boundaries of winemaking. The results are wines that are unique, award winning and truly express the terroir of the Hawke's Bay sub-region where they are grown.

Our Chief Winemaker, Kel Dixon (ex Sacred Hill), brings a wealth over 20 years of winemaking experience, and continues to work hard to create an enviable portfolio of outstanding NZ wines.



Syrah
750ml | 13.5% ABV
6 Bottles / Case



Chardonnay
750ml | 13.5% ABV
6 Bottles / Case



Merlot Cabernet
750ml | 13.5% ABV
6 Bottles / Case



SLED FIVE THIRTY • ESTATE •

In a corner on the outskirts of Napier sits the Shed 530 Estate. Where once was sea, a powerful earthquake in 1931 created new land, rich in alluvial soils around the time when our original woolshed was built for farming.

Our Chief Winemaker, Kel Dixon (ex Sacred Hill), brings a wealth over 20 years of winemaking experience, and continues to work hard to create an enviable portfolio of outstanding NZ wines.

- 100% New Zealand owned, grown and made
- Low In Sugar which is achieved from fermentation only (no added sugar)
- Low In sulphites
- Minimal intervention with no additives or preservatives added
- Quality grapes from renowned Gimblett Gravels region known for ultra premium wine production.



White
750ml
6 Bottles / Case



WHITE

- Sauvignon Blanc
- Woolshed White
- Albarino

Red
750ml
6 Bottles / Case



RED

- Rose
- Woolshed Red
- Syrah

Reserve
750ml
6 Bottles / Case



RESERVE

- Merlot Malbec Cabernet
- Chardonnay
- Syrah
- Woolshed Ruby