

CASE STUDY: TAKA GIN

Food Futures Company

GROW2ASIA Program



BACKGROUND

Niyoka Bundle is the co-founder and director of Taka Gin Co., a 100% Indigenous company based in Melbourne, Victoria. Taka Gin produces a unique blend of Gin using Australian Native botanicals that are ethically and locally sourced. Taka Gin Co. was inspired by Niyoka's Indigenous-fusion catering company Pawa Catering. It was during COVID lockdown that her love for food and drink and showcasing First nation's Native ingredients that the sensory experience of taka Gin was born.

The Taka Gin packaging also tells its own story. The artwork on the bottles represents the phytochemical molecular components of the flavours of Taka Gin ingredients and was developed by Aboriginal artist Vicki Couzens (Niyoka's mum) and the direct roots of the Gunditjmarra people.

Gypsy Hub handcrafts Taka Gin at The Craft & Co distillery in Collingwood, Victoria, with premium ethanol and is distilled at 40%, which makes a smooth finish to the Gin.

Niyoka's goal is to increase representation as knowledge holders and further develop the Taka Gin product range, with expansion into retail stores around Australia and international markets. She also aims to scale up operations in her company Pawa Catering.

BEFORE GROW2ASIA

As a first-time exporter, Niyoka entered the GROW2Asia program to develop a solid export plan and gain the knowledge and confidence to expand into ASEAN markets. She also wanted to identify Taka Gin's customer demographics and if she would need to adjust the Taka Gin brand for the Asian Gin drinker. Through a series of Masterclasses, interactive workshops, online resources and one-on-one coaching, Niyoka began to flesh out Taka Gin's road map for product development & adaptation to the Asian market, including in-market customer validation and legal and regulatory requirements to establish a business in the region.

GROW2ASIA JOURNEY

During the program, Niyoka decided to focus on the Singapore market and build the Taka brand in the high-profile bar and restaurant segment. She also saw the opportunity to leverage the sizable ex-pat market in Singapore. Making connections with high-profile establishments through the Austrade Landing Pad initiative led to talks with 1-Group Singapore, who were interested in Taka Gin as their premium Gin for the Kaarla Restaurant. With the help of her mentors and coach, Niyoka also established the sizing, legal label requirements, and rules around native ingredient approval for Singapore.

Niyoka found the learnings and insights from the GROW2Asia team and industry experts valuable and, as a result, came away from the program with the confidence to approach more partners and a solid knowledge of the Singapore market.



"Drawing knowledge from my Indigenous heritage, we have created a recipe that infuses our gin with the taste and smell of the Australian country; a Lemon scented Gum leaf & Native lemon grass, an aromatic fragrance, a sensory experience. Have you ever walked through the Australian bush just after it's rained? We have captured this in our bottles for you to enjoy the Taka Gin experience."

Niyoka Bundle

Founder, Taka Gin

TAKA GIN

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WHAT'S NEXT?

After the program

Niyoka's catering business, Pawa Catering, is in a substantial growth phase, and the Singapore launch of Taka Gin has been put on hold for the time being. However, they still aim to launch into Singapore in the future and bring Taka Gin, 'the spirit of Australia', to the discerning South-East Asian gin drinkers.



"Being a part of the GROW2Asia cohort was a great experience for our company. The resources and connections were amazing and invaluable. We learned how to go from no experience, gain insights, and start a plan to launch into export markets."

Niyoka Bundle

Founder, Taka Gin



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Food Futures Company acknowledges the Traditional Custodians of country throughout Australia and their connections to land, sea and community. We pay our respect to their Elders past and present.