

## GROW<sup>2</sup>ASIA CASE STUDY: TAKA GIN

*Niyoka Bundle is the co-founder and director of two Indigenous-led businesses based in Melbourne: Taka Gin Co. and Pawa Catering. Taka Gin produces a unique blend of Gin using Australian native botanicals that are ethically and locally sourced. Niyoka is passionate about amplifying First Nations people in the food and beverage industry and her goal is to increase Indigenous representation as Knowledge Holders.*



### FOCUSING ON HIGH PROFILE BARS AND RESTAURANTS

Upon entry into the GROW2Asia program, Niyoka's specific goals included: further developing the product range; expansion into retail stores both in Australia and in international markets; and scaling up operations in Pawa Catering.

As a first-time exporter, she entered the GROW2Asia program to develop a solid export plan and to gain the knowledge and confidence to expand into ASEAN markets. She also wanted to identify Taka Gin's customer demographics and to determine 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 developed Taka Gin's road map for product development and adaptation to the Asian market, including in-market customer validation and legal and regulatory requirements to establish a business in the region.

During the program, Niyoka decided to focus on the Singapore market and build the Taka Gin 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 GROW and Austrade Landing Pad initiative led to talks with One-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.



"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



## CASE STUDY:

### TAKA GIN

Food Futures Company GROW2Asia Program

#### KEY RESULTS

- ✓ Opening of Pawa Cafe & Bar in Melbourne creating numerous jobs in the establishment
- ✓ Significant traction achieved domestically via new wholesale customers and continued growth via existing customer Dan Murphy's

#### WHAT'S NEXT?

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. They still aim to launch into Singapore in the future and bring Taka Gin, 'the spirit of Australia' to the discerning gin drinkers in Singapore.

Since Taka Gin finished the GROW2Asia program, Niyoka made the decision to focus on her Australian business and she has since opened Pawa Café & Bar at Melbourne's SouthBank complex. Pawa is renowned for its fresh flavors and use of native ingredients in the menu and Taka Gin is now being served in Pawa alongside a premium list of Victorian sourced seltzers, wines, and boutique beers.

Taka Gin has secured new wholesale customers in Australia and continues to grow sales via existing partner, Dan Murphys. Taka Gin has also been featured in various publications including, The Australian Financial Review, Australia Next, Broadsheet, The Guardian, Urban List, Delicious and Melbourne Food and Wine.

While time constraints associated with the focus on expanding the Pawa business has put the expansion into ASEAN on hold, the significant traction achieved domestically will provide Niyoka with the confidence (and cash flow) to pursue her internationalisation plan in the future.



*"The Grow2Asia program taught me a lot and helped me grow as an individual and business. It was very insightful, and the mentors were full of advice and knowledge. I met lots of people and made new connections. I would highly recommend it".*

**Niyoka Bundle**

Founder, Taka Gin