

Wauchope distillery benefits from Co-op/Ritchies partnership

We're over the moon to have played a part in helping local gin distillery, @threewisemendistillery, take their Wauchope-based business to the next level.

Through our partnership with Ritchies, we've ensured Three Wise Men's gin range is now available on Ritchies liquor store shelves from Coffs Harbour to Taree. Hastings Co-op also stocks their gin at Timbertown, Wauchope and Sovereign Place IGA + Liquor.

Hopefully this is one of many local products to gain greater exposure through Ritchies' network of almost 80 supermarkets nationwide.

"Three Wise Men is stoked about the amazing support from Hastings Co-op in helping us reach the local market. We're pumped to work with the Ritchies group, who can showcase our delicious Hastings-made gin to the wider Mid North Coast," co-owner Dan Zinghini said.

Three Wise Men specialises in small batch, hand-crafted spirits made with locally-sourced botanicals.

"Our gin products are made from hand-picked botanicals from our farm, and what we can't get from the farm, we source from the local fruit market," Dan said.

Hastings Co-op congratulates the local distillery on their success to date and believes this is just one of the many long-term benefits of our partnership with Ritchies.

"As well as delivering an improved supermarket offering, local employment opportunities and member benefits, Ritchies is committed to working with local suppliers and producers, which is fantastic news," CEO Nick de Groot said.

Gin lovers can sample the Three Wise Men range at the following stores during August -

- Timbertown IGA + Liquor, 4-6pm on August 16
- Wauchope IGA + Liquor, 4-7pm on August 23
- Sovereign Place IGA + Liquor, 4-7pm on August 30.

Pic: Co-op CEO Nick de Groot (second from right), with (l-r) Dean Zinghini, Dan Tilley, Drury Woolnough and Nick Davey at Three Wise Men's launch on July 7.

Media contact – Executive Manager Marketing and Customer Experience Nicole Cook
Ph: 0498 111 353, Email: nicolec@hastingscoop.com.au