

A spotlight on  
*four Black-owned  
 drinks brands*

THAT YOU SHOULD KNOW ABOUT!



The food and drink industry is really exciting at the moment. There is a continuing emergence of Black-owned food and drink brands, both here and internationally.

In this edition, I am keen to share four brands I am most excited about.

At the forefront are delicious, quality products, all of which are underpinned by culture, diversity, and inclusion. Positively, all products are available for you to order and have them delivered to your doorstep!

**Lorraine Copes, Food & Drink Editor**



**Value Africa**

The importance of cultural diversity is gaining recognition in the UK, and Value Africa stands out for their uncompromising approach to promoting African heritage. Home to the largest Black population in the world, Africa boasts so many exciting stories waiting to be told. In a world that craves authentic experiences, Value Africa plays a vital role in sharing these narratives.

Value Africa, founded by Daniel Idowu, is a UK importer and distributor. This innovative company is bridging continents by bringing authentic African brands to bars, restaurants, and customers across the UK. Their commitment to promoting African culture transcends colour, emphasising the richness of the continent's heritage. One amazing success story involves partnering with Pedro's to export Nigeria's indigenous spirit, Ògógóró, to the UK for the first time.

What sets Value Africa apart is the focus on brands manufactured in Africa. They vet their suppliers to ensure they share Daniel's admiration, excitement, and enthusiasm for Africa. By doing so, they're not only fostering economic empowerment on the continent but also helping to introduce the world to a deeper understanding of African culture.

valueafrica.co.uk  
 @valueafrica





### MJ Wine Cellars

MJ Wine Cellars is an independent, Black-owned wine importer, distributor, and retailer. Founded in 2019 by Magnavai Janjo, they continue to carve out a niche by representing minority-produced wine brands from around the globe. Characterised by its diversity, dynamism, and unwavering enthusiasm, its team is fortunate to possess a wealth of experience across several sectors of the wine

industry. They take great pride in representing remarkable quality and value wines with fascinating stories. As well as importing and retailing wines from classic and established regions such as Bordeaux, Burgundy, and Chianti, they partner and work with producers of colour who may lack UK market expertise, supporting the transformation of their wine brands from concept to reality. Gems in their portfolio include Aslina Wines, produced by South Africa's first Black



female winemaker, and Mama Afrika Wines, who specialise in esoteric varieties such as Nebbiolo and Malbec, out of South Africa.

[mjwinecellars.com](http://mjwinecellars.com)  
[@mjwinecellars](https://www.instagram.com/mjwinecellars)



### Las Olas

LAS OLAS means "THE WAVES." Emerging from London, it embodies a new wave of creativity. Valuing collaboration and community, celebrating determination and flair, it's more than rum; it's an inspiration. A story that uplifts and resonates, encouraging the underdogs to win. A story of momentum, like a wave that started as a ripple.

This spiced rum is pushing for new standards. It's made from a blend of Jamaican and Bajan rums, spiced only with natural and vegan ingredients, and brought together by a cold, low, and slow maceration process. It has a luxurious, not-too-sweet taste, from smooth vanilla to rich golden cherries, topped off with the brightness of hand-zested limes and oranges.

[lasolas.co.uk](http://lasolas.co.uk)  
[@lasolas.uk](https://www.instagram.com/lasolas.uk)







### Matugga Distillers

Founded by husband-and-wife team Paul (Head Distiller) and Jacine Rutasikwa, this company produces a multi-award-winning range of artisanal rums from scratch at their family-owned distillery in Scotland, distributed across the UK and Europe.

The company and brands draw upon their rich 'Rum Triad' – rooted in Jamaica's rum-making traditions, showcasing the culture and flavours of East Africa, blended with Scotland's proud distilling heritage. As a result, they are producing some of the most adventurous

and unique rum expressions available anywhere in the world.

Their mission is to produce a maverick range of artisan rums for those looking for greater authenticity, increased quality, and genuine depth of flavour. They produce the full spectrum of rum styles – from high-quality unaged white rums to smooth, cask-aged rums and aromatic, spiced, and fruity-flavoured ones. This drives their portfolio approach – building their success around two signature brands, Matugga and Liv, and allows them to target diverse consumers and different drinking occasions.

Their rums have been recognised by global drinks experts through several prestigious global awards, including an Outstanding Gold medal from the International Wine & Spirit Competition (IWSC) for our first 3-year-old rum. The duo also offer contract distilling and a private rum cask ownership programme.

[www.matuggarum.com](http://www.matuggarum.com)  
 @matuggarum

