



African Bush Camps Debuts TALA Gin: A Handcrafted Wild Sage Spirit Rooted in Southern Africa



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Cape Town, South Africa (April 21, 2026): African Bush Camps (ABC), a luxury safari operator with bespoke experiences across Botswana, Zambia, and Zimbabwe, is proud to announce the launch of its signature gin, TALA. This handcrafted spirit is produced in partnership with Cape Craft Lab, a boutique distillery based in Muizenberg, South Africa, creating custom batches that capture the essence of safari in Southern Africa.

Founded in 2006 by Zimbabwean entrepreneur Beks Ndlovu, ABC has spent two decades sharing the beauty of the wilderness with travelers while conserving wildlife and partnering with local communities. TALA Gin is a sensory extension of this mission, honoring Southern African landscapes through locally sourced botanicals and a shared commitment to regional craftsmanship.

The Sage of the Wild

TALA takes its name from the Setswana word for "blue" and "green," reflecting the colors of the landscapes and the wild sage that defines the gin's character.

Distilled as an ode to the rhythms of Botswana, Zambia, and Zimbabwe, TALA is crafted from a curated selection of hand-foraged botanicals:

- **Wild Sage** is the heart of the gin, offering a fragrant, earthy aroma that carries throughout.
- **Lemon Bush** provides a bright, herbal lift.
- **African Juniper** is distinctly earthier and more complex than European Juniper, with notes of dried herbs, mint, and woody undertones. It gives the gin a well-rounded, approachable profile without the harshness typically associated with the spirit.

The Story Behind the Spirit

The scent of wild sage is woven into every ABC safari. Naturally occurring across the landscapes that surround its Experiences, it's the first thing that reaches guests as the game vehicle moves through the tall brush, gently crushing wild sage leaves and releasing their unmistakable fragrance. Guests find it again on a walking safari, moving through the thicket, the aroma rising with every step. It becomes a sensory time capsule; a grounding note that instantly transports them back to the bush.

"What makes me proud about this moment is not only what we have created, but where it comes from. It is born from the same landscapes, the same stories, and the same sense of place that guide every guest experience we offer in the wild," said Beks Ndlovu, Founder and CEO, ABC.

A Partnership Rooted in Place

Cape Craft Lab, an award-winning distillery based in Muizenberg, South Africa, specializes in authentic spirits that use locally foraged botanicals. By partnering with ABC, they have created a time capsule, transporting travelers straight back to the bush. TALA Gin serves as an extension of the safari experience, allowing guests a taste of the botanicals they encounter on game drives at all ABC Experiences.

"The land tells its own story when we take the time to listen, walk, taste and smell it," notes Matthew Breech, Director at Cape Craft Lab. *"This project with ABC speaks to our deepest passion in distillation: capturing the essence of a place. TALA Gin distills a memory for those who have experienced the bush, one that can be savored with every sip."*

Availability

As ABC enters its third decade of excellence, the launch of TALA Gin commemorates the brand's unwavering commitment to the local landscapes, people, and traditions of southern Africa. TALA Gin will be available to enjoy at all ABC Experiences.

About African Bush Camps

Founded in 2006 by local Zimbabwean guide Beks Ndlovu, African Bush Camps connects travelers to Southern Africa through authentic, expert-led safari experiences. The company operates luxury safari lodges across Botswana, Zambia, and Zimbabwe, set within UNESCO World Heritage Sites and iconic landscapes including the Okavango Delta, Victoria Falls, and Hwange National Park. Through The

Collective, a curated network of partner properties across Southern Africa — including Mozambique and South Africa — guests can explore more of the region in one seamless journey. An independent, owner-operated safari company, African Bush Camps is guided by a mission to share and conserve Africa. This commitment is realized through the African Bush Camps Foundation, which supports conservation, community, and sustainability.

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