

G&I Spirits transcript

My advice to other small businesses trying to enter a new market is speak to someone like Santander. The Navigator programme is phenomenal. G&I Spirit Group began in 2017 because we wanted to give people a better experience of the drinks. We wanted to put our own little bit of love into every bottle. In the early days, we knocked on doors of restaurants and bars and pubs and tried to sell our wares.

Santander Navigator is a digital platform to support SMEs, grow internationally and find new opportunities in international markets. The platform also helps companies reduce cost, drive better efficiencies and helps you save time, save money and helping you grow.

Working with Santander Navigator has been great and it's like working with normal people who you can approach and you can talk to as a friend.

There was a tremendous response to this product.

Got new flavours signed off. We've got new flavours coming through. You're going to try these in a minute.

Not only we can sell it in our bars, but we can also sell it in food. We were first introduced to the incredible chef Aldo Zilli, we showed him our goods and Aldo immediately said, "Oh my God, I can make a beautiful food with this" and we just hit it off from the word go and he's our Brand Ambassador for the whole of the UK.

Since we started working with Santander and the Navigator, there's loads of different countries interested in this brand all over the world, so I can't wait to see where it all takes us.

When we first spoke to them, we had six weeks before a show was happening, and they managed to squeeze us in and get us on board. They set up meetings for us and it went on from there.

It's grown from a shot to a bottle to a pallet, to a container. And these are shipping out around the world. We're small Essex lads trying to be entrepreneurs and build up our own legacy for our children and grandchildren. Santander has really pushed us now into markets that we never thought that we could actually approach on our own. Without them, we wouldn't have been in America. We wouldn't have been in India. They've pushed us a lot. The future is bright. We couldn't believe that we've got to hear so far. It's fantastic.