# India's Six Brothers Distilleries to launch mahura in the UK market



As India's Six Brothers Distilleries gears up to introduce mahura—a unique spirit category—into the UK market, the anticipation for its reception among consumers and mixologists alike is on the rise. The distillery, which has revived mahura after it was banned under British colonial rule, has chosen the UK as its first export destination to showcase this new addition to the spirits landscape.

To celebrate this launch, South Seas Distilleries organised the Six Brothers Mahura Masters competition, inviting 17 London-based bartenders to create innovative cocktails highlighting the versatility of mahura. Rupi Chinoy, director of South Seas Distilleries & Breweries, articulated the significance of this spirit, stating, "The fact that Mahura is an entirely new spirits category means that the cocktails entered in The Six Brothers Mahura Masters will uncover inspiring ways to use the spirit, creating serves that showcase its versatility".

This unique cocktail competition has given bartenders the opportunity to explore and experiment with a spirit that has not seen commercial application in the UK before. The participating mixologists described their approaches to integrating mahura into their creations, emphasising the importance of honouring the spirit's delicate characteristics.

Pierpaolo Schirru, head mixologist at The Londoner, spoke on his first step when exploring mahura: "My palate instinctively looks for something familiar… With mahura, I found myself thinking of agricole rum or shochu, but with a lighter, more delicate viscosity." His strategy involves using cocktails like Highballs and Martinis to let the spirit shine, suggesting serving it chilled or over ice.

Timotei Bodolan from Bar LUUM celebrates the spirit's natural sweetness, stating, "We focus on exploring its versatility by pairing it with interesting ingredients to create fresh, innovative flavour profiles." This highlights the creativity and potential for novel combinations that mahura can inspire.

Marina Juszczyk, head bartender at SOMA, underlined the importance of understanding mahura's origins and flavour nuances before crafting cocktails. She acknowledges that creating a unique drink revolves around the trial and error process in pairing complementary ingredients.

Luca Parimbelli from The Cadogan shared that working with new brands is an opportunity for bartenders to discover flavours they may not typically encounter, showcasing how mahura embodies both cultural history and craftsmanship.

Bilal Tekec, mixologist and bar manager at Chiave, pointed out the significance of a spirit's heritage in cocktail creation. He believes that understanding the cultural weight of mahura is essential to crafting a drink that is both innovative and rooted in tradition.

Daniel French, head bartender at Ham Yard Hotel, emphasised that acknowledging the history of mahura allows for an honouring of the spirit in the cocktail creation process, which is essential for crafting a drink that resonates with its origins.

Finally, Alex Rajan-Iyer from Spitalfields Bar mentioned that his exploration begins with personal memories evoked by flavours, marking the journey of creating a unique drink as both fun and exploratory.

With mahura's introduction, the UK spirits market is poised for an intriguing evolution, as bartenders and brands adapt to the challenges and opportunities presented by this new category. The Six Brothers Mahura Masters competition not only showcases the spirit's potential but also serves as a platform for mixologists to expand their repertoire, tapping into a cultural revival that intertwines history with modern cocktail culture. As the market awaits mahura's official launch, the insights gleaned from these bartenders may offer valuable guidance for other alcoholic drinks brands looking to innovate in an increasingly competitive landscape.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://www.thespiritsbusiness.com/2025/02/south-seas-brings-mahura-to-uk/> - This article supports the claim that Six Brothers Mahura, a spirit distilled from the Mahura flower, is being introduced to the UK market by South Seas Distilleries. It also mentions the Six Brothers Mahura Masters cocktail competition.
* <https://www.asiantrader.biz/six-brothers-indian-heritage-spirit-mahura-set-for-uk-launch> - This article corroborates the launch of Six Brothers Mahura in the UK and highlights its cultural significance as a spirit banned during British colonial rule. It also discusses the cocktail competition at Scarfes Bar.
* <https://www.noahwire.com> - This source is mentioned as the original article discussing the introduction of mahura to the UK market and the Six Brothers Mahura Masters competition.
* <https://www.rosewoodhotels.com/en/london/dining/scarfes-bar> - This website provides information about Scarfes Bar, the venue hosting the Six Brothers Mahura Masters competition, highlighting its reputation for innovative cocktails.
* <https://www.thelondoner.com/> - This website is related to The Londoner, where Pierpaolo Schirru, a participating mixologist, works, and supports the involvement of various bartenders in the mahura launch.
* <https://www.hamyardhotel.com/> - This website is associated with the Ham Yard Hotel, where Daniel French, another participating bartender, works, further supporting the involvement of diverse mixologists in the mahura launch.
* <https://www.thedrinksbusiness.com/2025/03/how-do-londons-top-bartenders-approach-a-new-spirit/> - Please view link - unable to able to access data