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Super-premium gin sales in U.S. surge 57% as Mermaid Gin launches nationwide expansion

British brand bets on sustainability and authenticity to capture growing American demand for high-end, eco-conscious spirits

Monday, January 12, 2026



Mermaid Gin, a premium gin brand from England’s Isle of Wight, has announced a new strategic growth partnership aimed at accelerating its expansion in the United States. The announcement was made jointly from Ryde, Isle of Wight, and New York. The move marks a significant step for the company as it seeks to strengthen its presence in the American market and reinforce its commitment to quality and sustainability in the premium spirits sector.

Founded a decade ago on the Isle of Wight, which is recognized as a UNESCO Biosphere Reserve, Mermaid Gin was created to reflect the unique character of its island home. The brand is known for its focus on minimizing waste and using local, ethically sourced botanicals. Each bottle is crafted to capture the essence of the island, with an emphasis on smoothness and complexity suited for contemporary cocktail culture.

The new partnership brings together experienced leaders from both global and U.S. beverage industries. Jim Clerkin has joined Mermaid Gin as chief executive officer and board director. Clerkin has more than 40 years of experience in the wine and spirits industry, including senior roles at Guinness, The Jim Beam Company, Allied Domecq, and Moët Hennessy, where he served as president and CEO of Moët Hennessy USA.

Pierrick Bouquet will serve as chief operating officer for the U.S., overseeing commercial, marketing, and operational activities. Bouquet has nearly 20 years of experience building premium beverage brands in America, with previous roles at 21Seeds Tequila and Whispering Angel. Will Ward, founder and managing partner of Fourward Ventures, joins as a board member and lead investor. Ward brings expertise in scaling consumer brands and has previously co-founded Z Alexander Brown.

The company’s co-founders, Xavier Baker and Conrad Gauntlett, will continue to be involved in daily operations and brand development. Baker emphasized that Mermaid Gin was created to genuinely reflect the Isle of Wight and that the new partnership will help maintain their commitment to quality and environmental responsibility while expanding their reach in the U.S. Gauntlett highlighted the importance of working closely with American bartenders and retailers who value authenticity.

Clerkin noted that Mermaid Gin is well positioned within the super-premium gin segment in the U.S., which saw significant growth between 2020 and 2024. According to IWSR data cited by Clerkin, this segment—defined as gins priced between $30 and $45—grew by 57% during that period, reaching over 1.25 million nine-liter cases with a compound annual growth rate of 12%. This growth rate outpaced even that of super-premium tequila.

To support its U.S. expansion, Mermaid Gin has signed a master distribution agreement with Southern Glazer’s Wine & Spirits. This agreement will enable national distribution across key on- and off-premise markets. Mark Chaplin, president of commercial sales at Southern Glazer’s Wine & Spirits, stated that his company is prepared to use its industry insights and logistics network to accelerate Mermaid Gin’s distribution and customer engagement.

A distinctive feature of Mermaid Gin is its use of rock samphire—locally known as Mermaid’s Kiss—a wild coastal plant foraged from the Isle of Wight shoreline. This botanical gives the gin a fresh character with subtle notes reminiscent of sea air. The brand’s portfolio includes three award-winning gins: Mermaid Gin (a London Dry style), Mermaid Zest (citrus-forward), and Mermaid Pink (infused with Isle of Wight strawberries). All are crafted sustainably and retail for $34.99.

Mermaid Gin is B Corp certified, uses no plastic in its packaging, and supports marine conservation efforts such as seagrass meadow restoration projects. The brand emphasizes social responsibility alongside product quality.

With this new partnership and expanded leadership team, Mermaid Gin aims to build long-term brand equity in the United States while staying true to its island origins and environmental commitments. The company sees strong potential for growth as American consumers increasingly seek out premium spirits with authentic stories and sustainable practices.