



## Winebow Expands Partnership with Australia's Four Pillars Gin

**Richmond, VA – September 2, 2025** – Winebow has expanded its representation of Four Pillars, an award-winning collection of premium Australian gins, to include full national distribution as part of Winebow Import's artisan spirits portfolio. Previously, Winebow represented Four Pillars through 14 distribution markets.

Founded in 2013 as a small craft distillery by three friends – Stuart Gregor, Cameron Mackenzie, and Matt Jones – Four Pillars began its journey with a unique custom-built copper still from Germany, which they named Wilma after Mackenzie's mother. Based in Healesville, Victoria, in the heart of the Yarra Valley, the distillery quickly earned a reputation for innovation and has since become a leading showcase for the very best of Australian gin.

Four Pillars was named the "World's Leading Gin Producer" three times by the International Wine & Spirits Competition (IWSC) in London, making it the first-ever gin producer to achieve this honor.

The partners say that Australia is what makes their gins so special. They simply cannot be produced anywhere else. Taking full advantage of the diversity of the region, and giving it their own unique and creative twist, the team produces their gins on a canvas of juniper, Australian native botanicals such as lemon myrtle and Tasmanian pepperberry, and an abundance of fresh produce.

Sustainability is always central at Four Pillars, and in 2022, they became the first gin distillery in Australia to achieve carbon neutral status for both their on-site gin production and the entire business. That same year, they received the Global Green Spirit Initiative trophy from the IWSC, which honors outstanding sustainability efforts in distilling worldwide.

Four Pillars' sustainability program achieved major milestones in 2023: they were named *Sustainable Distillery of the Year* at the World Gin Icon Awards; their distillery transitioned to 100% renewable energy; and they launched a plan to reduce carbon emissions by 50% by 2030.

"We are thrilled to welcome Four Pillars into the Winebow Imports Spirits portfolio," said Ian Downey, Executive Vice President, Winebow Imports. "With unbridled creativity and a pioneering spirit, the team at Four Pillars has singlehandedly put Australian gin on the map, and in a short period of time, has become an international category leader. Winebow represented Four Pillars previously in select distribution markets, and now under this expanded partnership, we're able to share their exceptional gins with all our customers nationally."

"We are thrilled to be entering this next phase of growth for Four Pillars in the U.S. with Winebow Imports," said Jen Bailey, Head of Americas for Four Pillars. "We've worked closely with the Winebow Wholesale team since 2018 and expanding that partnership feels like a natural—and very exciting—next step. The U.S. is a key export market for Four Pillars, and we're seeing real momentum as more drinkers begin to embrace and explore premium gin. With Winebow Imports now on board, we're feeling incredibly optimistic about expanding the Four Pillars footprint stateside—one martini at a time."

Winebow Imports' Heritage portfolio will carry Four Pillars' full range of products, including Rare Dry Gin, Bloody Shiraz Gin, Olive Leaf Gin, Fresh Yuzu Gin, and Navy Strength Gin. For more information, please visit [www.fourpillarsgin.com](http://www.fourpillarsgin.com).

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#### **About Winebow Imports**

Winebow Imports has been an industry leader for over 40 years, representing some of the most esteemed properties from both prominent and emerging growing areas around the world. As a national importer, Winebow Imports continues to balance its impressive growth with a culture of specialization and excellence comprising the Heritage and Pioneer wine portfolios. The Heritage portfolio represents a storied collection of wines from acclaimed producers in key viticultural areas across Europe, some of which have been partners since the company's founding, along with a compelling portfolio of global craft spirits. For more information, please visit [www.winebow.com/imports](http://www.winebow.com/imports).

#### **About Four Pillars**

Four Pillars Gin was established in 2013 in the Yarra Valley on the outskirts of Melbourne and has become one of the world's benchmark distilleries and Australia's number one craft spirit. Four Pillars was awarded International Gin Producer of the Year in 2019, 2020 and 2023 by the IWSC, and in October 2022 the inaugural IWSC Green Spirit Initiative Award. Four Pillars makes a range of gins headlined by its original Rare Dry Gin, Olive Leaf Gin, Spiced Negroni Gin, the cult favourite Bloody Shiraz Gin and the world's most-awarded Navy Strength Gin. Four Pillars' home remains in Healesville in the Yarra Valley where the Distillery is located, with a second home, a world-class Laboratory, in Sydney's Surry Hills. Four Pillars was founded by Cameron Mackenzie alongside drinks industry veteran Stuart Gregor and creative brand strategist Matt Jones in 2013.