

Club Aims to Boost Australian Distillers in a Market Dominated by Imports

Adelaide-based subscription service connects consumers with locally crafted spirits

Adelaide, Australia – Despite Australia’s growing reputation for high-quality craft spirits, **less than 5% of spirits consumed in the country are locally made.** Many consumers remain unaware of the depth and variety of Australian distilleries, with imported brands continuing to dominate the market. It has grown a little in recent years, but with over 600 distilleries fighting over 5% of the market, something needs to

Despite all this Australia’s reputation for producing high-quality craft spirits is growing with many taking away top places worldwide

As a result, the local craft spirits industry is in a lot of trouble. Recent downturns have forced numerous craft breweries to close, and spirits industry is not far behind and could face a similar crisis much worse.

Industry professionals David Biviano and Carlo King are on a mission to change this with [ElixElite Cocktail Club](#) – a revolutionary new subscription service dedicated exclusively to Australian spirits.

Through advocacy and education, the club aims to spread the word about all the incredible spirits being made right here in Australia, with the goal of getting more people supporting local producers.

“We hope to champion local producers, highlight native ingredients that make spirits unique, and make it easier for people to support Australian distilleries – one bottle at a time,” says Carlo.

“Life’s too short for mediocre drinks, so we’re breaking down the barriers between professional and home bartending to make high-quality cocktails available to everyone,” David says.

“We wanted to show people that making drinks you’re proud to serve is easier than you think. You don’t need a fancy bar to make a proper drink – just the right ingredients and a little know-how.

“Also, with the cost of living going up, go out for drinks is becoming harder and much more expensive, so having a couple of cocktails at home is a great way to save money.”

ElixElite Cocktail Club, seeks to change this by offering a **subscription education service dedicated exclusively championing Australian spirits**. The initiative provides members with curated selections from local distilleries, complete with cocktail recipes and educational resources to help consumers explore and appreciate the craft behind Australian spirits.

A Platform for Australian Spirits and Cocktail Enthusiasts

More than just a subscription service, **Elix-Elite will act as a hub for Australian mixology**. By highlighting the stories behind Australia's craft spirits, the club aims to connect consumers with the people and passion behind the industry.

“Our goal is to bring greater awareness to the incredible spirits being made right here in Australia,” says co-founder **Carlo King**. “Education and people how to use local ingredients in new ways, we will make it easier for people to explore and support Australian distilleries.”

Distillery Collaborations and Industry Partnerships

ElixElite Cocktail Club is set to launch in April. Among the club's first partners are award-winning producers like Imperial Measures Distilling (IMD), Marionette Liquors, and Mad Monkey. Each known for their innovation and craftsmanship.

IMD alone has earned over **50 local and international awards**, a testament to the quality of Australian spirits. Including Double Gold | San Francisco World Spirit Competition. Through these collaborations, ElixElite aims to **bridge the gap between distillers and consumers**, fostering a stronger local spirits industry.

About ElixElite Cocktail Club

ElixElite Cocktail Club is Australia's first cocktail subscription service exclusively featuring Australian-made spirits. Designed to educate and inspire, the platform connects consumers with premium local spirits, guided cocktail recipes, and expert insights into Australian mixology. For more information, visit <https://www.elixelite.com.au/>

Media Contact

High-definition images available [here](#). Additional quotes and images available on request.

David Biviano
Founder – Elix-Elite
Phone: 0404 793 390