

Drown your sorrows in style

Who needs a bar to have a cocktail? Lockdown Liquor & Co guarantees premium mixology delivered straight to your door, and money donated to COVID-related charitable initiatives.

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Everyone has developed their own ways of dealing with the collective trauma of the coronavirus. Don't know about you guys, but I'm feeling especially like some lockdown liquor today. With bars now closed across the nation, and my own cocktail shaking skills limited to say the least, Lockdown Liquor & Co has handily presented itself as the place to turn for something more high-end than a tinny in front of the TV.

Lockdown Liquor offers home delivery of cocktails crafted by expert mixologists. Perfectly blended and transported to you in stylish bottles, you can opt for the Little, Midi or Biggie (which serves 12 people - or, more likely, three people four times - and will set you back £79.99). The Espresso Martini contains 'the finest cold brew coffee blend'; the Tucci is a twist on the classic Negroni, with gin substituted for vodka and juniper water, and sweet-and-sour notes of rhubarb syrup; and the founding Picante cocktail will have your mouth tingling with tasty chili.

Ecommerce sales of wine, beer and spirits rose by 50% in the first week of the first lockdown, and - founded in April 2020 - Lockdown Liquor & Co may well capitalise on similar increased demand as Lockdown 2.0 commences. The brand has already amassed sales in excess of 10,000 bottles since starting up, with a turnover of around £250k to date. Furthermore, having already completed its first investment round and secured a £4M valuation, it is building out its team and distribution.



The founders, husband and wife Natasha and Jack Durling (founder and global director of Total Management Group respectively), conceived their COVID-19 business initially as a way of livening up a Zoom call with friends. Leaning on Total Management Group's solid business infrastructure, they were able to grow quickly and meet consumer demand despite nationwide delivery delays.

Looking towards a post-COVID future, yet one that still has a place for Lockdown Liquor - and lockdown community spirit, Natasha and Jack have also cemented philanthropy as a key part of their business. They have just confirmed a collaboration with [Founders Pledge](#), a community of entrepreneurs uniquely committed to giving, through which they will channel resources towards pandemic and COVID-19 related initiatives. Natasha and Jack said,

“We are delighted to have obtained investment, not only to fulfil our ambitious growth plans, but to be able to cement our intention from the start to give back and support those causes that were fundamental to our original initiative.”

Founders Pledge added, “We are thrilled that Jack and Natasha have joined our community. They have built a business with purpose at its core and were devoted to making the most impactful difference they could before even launching. We’re very much looking forward to supporting their philanthropic giving journey.”

[Discover Lockdown Liquor](#)

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