

Case study: DRTY Drinks

London-based hard seltzer brand secures a £250,000 selective invoice finance facility to enhance working capital and support its ambitious growth plans

What funding has it secured?

Product

**Selective invoice
finance**

Amount

£250,000

How will it use the money?

Enhance working capital position



The funds will be used to enhance its working capital as it seeks to further execute its retail and D2C strategies.

What does the company do?

DRTY Drinks produces hard seltzers, which contain carbonated water, carb-free alcohol and fruit flavours. They are designed to be a refreshing, sessionable drink and a low-calorie alternative to other alcoholic beverages. The business has three flavours on offer; raspberry rosé, white citrus and mango passion.

Why did we fund this firm?

Principal [Julian Hornby](#) says: "DRTY Drinks is a brand we have known for some time, with a fantastic founding team and huge growth plans in a booming drinks category. We are excited to be supporting the firm's ambitions"

Why choose Growth Lending?

[Matija Pisk](#), Founder of DRTY Drinks, says: "We have been really impressed with the speed and professionalism of the team at Growth Lending and are excited to work with them further as they support DRTY's plans for growth."

Fun fact:

DRTY Drinks has taken the FMCG sector by storm and is stocked in Waitrose, BP, M&S, Whole Foods, Amazon, Ocado and many more shops.