





Success stories: DRTY Drinks

The business

-  DRTY Drinks
-  London (UK)
-  Hard seltzer brand – sparkling water and carb-free alcohol, with natural fruit flavours
-  Stocked in Waitrose, BP, M&S, Whole Foods, Amazon, Ocado and many more

The funding

£250k selective invoice finance

Use of funds:

- Enhance working capital position
- Support retail and D2C strategies

2019

DRTY Drinks is established

2020

Brand receives glowing reviews from national outlets including BBC Good Food, the Metro and the Daily Mail

2022

£250k funding line from Growth Lending

Raised £400k equity capital from Velocity Capital

2023

Raised more than £500k via Seedr crowdfunding

DRTY

"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."

Matija Pisk, Founder



"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"

Julian Hornby, Director of Debt Finance