

DISCOVER THE <u>RUM</u> TASTE OF JAMAICA





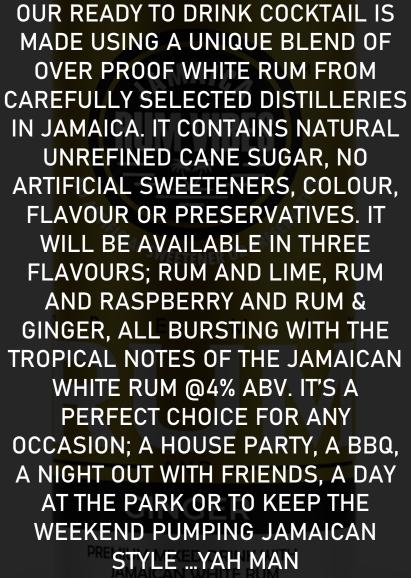


WHAT A GWAAN?

JAMAICA RUM VIBES READY TO DRINK COCKTAIL IS ALL ABOUT SHARING THE TASTE OF THE JAMAICAN CULTURE, A CULTURE NOT ONLY KNOWN FOR ITS POPULAR REGGAE, DANCEHALL AND ITS FLAVOURFUL JERK CUISINE BUT ALSO THE ISLAND'S UNIQUE TASTE OF RUM.

IT WAS FOUNDED BY JAMAICAN **BORN TAMOY CARTER AFTER HE MIGRATED FROM JAMAICA TO** LIVE IN THE UK.

WITH A HISTORY DATING AS FAR **BACK AS 1749, THE UNIQUENESS** OF THE ISLAND'S RUM IS AS A **RESULT OF ITS FULL-BODIED** STRENGTH, POT-STILL PROCESS. IN ADDITION TO HAVING ONE OF THE FINEST RUMS, JAMAICA HAS THE MOST RUM BARS PER SQUARE MILE THAN ANY OTHER COUNTRY. WHITE RUM IS A KEY PART OF THE JAMAICAN CULTURE; BE IT A **CELEBRATION OR MOURNING THE** LOSS OF A LOVED ONE, JAMAICANS LOVE THEIR WHITE RUM...WE CAN SAFELY SAY THAT IT IS THE "VIBES" OF THE ISLAND.



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LIME **AND RUM**

THIS IS WHERE EVERYTHING STARTS... OUR AWARD WINNING SIGNATURE FLAVOUR IS ALL ABOUT **RUM AND LIME FLAVOUR** PERFECTLY BLENDED WITH JAMAICAN WHITE RUM AT 4.5% ABV. WE CAN SAFELY SAY IF LIFE GIVES YOU LIME ... ADD RUM!





RASPBERRY AND RUM

MAKING A STRONG AND BOLD STATEMENT WITH OUR **FRUITY RASPBERRY** FLAVOUR PERFECTLY BLENDED WITH JAMAICAN WHITE RUM AT 4.5%ABV.







PREMIUM SPARKLING MIXED DRINK WITH JAMAICAN WHITE RUM 4.5% Vol 250ml C



GINGER AND RUM

SPICING THINGS UP A LITTLE WITH OUR **GOLDEN GINGER** FLAVOUR PERFECTLY BLENDED WITH JAMAICAN WHITE RUM AT 4.5%ABV.



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