



## ABOUT CRUZAN® RUM

Meticulously crafted on the island of St. Croix, Cruzan® Rum is perfect for mixing due to our special distillation process to remove fusel oils which can sometimes cause "off" flavors in a spirit.

Cruzan® Aged Dark Rum is an exquisite blend of rums aged 2-4 years in charred oak casks, Cruzan® Aged Dark Rum delivers a smooth, medium-bodied, aromatic taste with every slow sip.

Cruzan® Aged Light Rum is a blend of rums aged one to four years in American oak casks—then treated to a filtration process that brings out the full-bodied taste. The light color resembles that of chardonnay, a distinctive indication of its aging.

## PRODUCT DETAILS

- **Description:** Aged Rums
- **Sizes:** 50mL, 200mL, 375mL 750mL, 1L, 1.75L
- **Suggested Pricing:**
  - 1.75 L: \$2-\$3 below Bacardi® Superior Rum
  - 750ML: \$1 below Bacardi® Superior Rum
- **Proof:** 80



## ACCOLADES

- 2016 Los Angeles International Wine and Spirits Competition **GOLD (Dark) & SILVER (Light)**
- 2016 Rum Masters **SILVER MEDAL (Dark)**
- 2016 Ultimate Spirits Challenge
  - **Score of 92, Great Value Award (Highly Recommended) - Dark**
  - **Score of 86 (Strong Recommendation) - Light**



# OVERCOMING OBJECTIONS?

## Why should I carry another rum?

Cruzan® Rum sets itself apart from the competition with an appealing value proposition: high quality rum at an affordable price. Cruzan® Rum's distillation process creates some of the world's smoothest rum, taking special care to remove impurities, resulting in maximum consumer satisfaction and enjoyment.

## DRINK STRATEGY

### VOODOO HURRICANE PUNCH

- 1 part Cruzan® Aged Dark Rum
- 1 part Cruzan® 151 Rum
- 1 part Cruzan® Vanilla Rum
- 3 parts Orange Juice
- 3 parts Pineapple Juice
- 1/2 part Grenadine
- 1 Fresh Fruit Wedge

Combine all ingredients, mix well. Fill to top with ice. Garnish with fresh fruit wedge.



### BAY BREEZE

- 1 part Cruzan® Aged Light Rum
- .5 part pineapple juice
- .5 cranberry juice

Pour Cruzan® over ice in a rocks or long drink glass. Fill with pineapple juice and cranberry juice. Garnish with a pineapple or strawberry.



## COMMERCIAL SUPPORT (where legal)



**BUCKET**



**SAMPLING**



**FEDORA**



**SWEEPSTAKES**



**ON PREMISE MENU BOARD**

## SUGGESTED SHELF GUIDELINES

Cruzan® Light & Dark should be placed adjacent to or below Bacardi® Superior Rum, Bacardi® Gold Rum, and Bacardi® Flavored Rums; Cruzan Flavors can also be blocked below Malibu® Rum varieties



## UPC/SCC

### Light 750mL

UPC: 080686967651

SCC: 10080686967658

### Dark 750mL

UPC: 080686967460

SCC: 10080686967467

