

Myers's Platinum & Dark Rum

100% FINE JAMAICAN RUM

#1 Dark Rum in the on-premise



Founded by **Fred L. Myers** in 1879 in Kingston, Jamaica, Myers's represents over a century of authentic Jamaican heritage, pride, and history.

32% of consumers prefer Dark Rum (Myers's) in Cocktails



Produced with only pure **Jamaican molasses**.

TOP 2 Quality and Reputation of brand are the Top 2 drivers of Rum brand choice



Made in **Jamaica**



80 PROOF

Myers's Planters Punch – dating back to 1924 showcased at the British Exhibition at Wembley Park in London



Brand Performance

+2.3% On-Premise Volume Share Growth for Myers's Brand Family

+2.5% On-Premise Volume Shipment Growth for Myers's Platinum Rum

National AVG Price – Platinum 1L

\$10.00

National AVG Price – Dark 1L

\$24.50

