

★ THE ORIGINAL ★

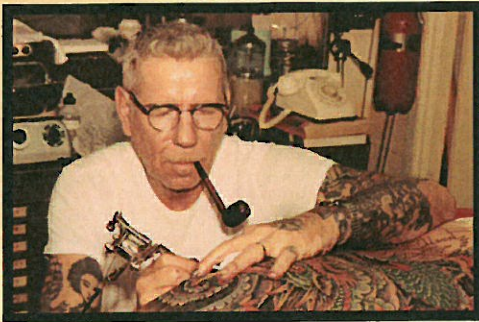
SAILOR JERRY

SPICED RUM

THE UNDISPUTED FATHER OF THE OLD-SCHOOL TATTOO,

Norman 'Sailor Jerry' Collins was a Navy vet who built his rep inking soldiers and sailors in WWII-era Honolulu.

We make our rum to keep his legacy alive.



MADE THE OLD-SCHOOL WAY. 92 PROOF. BOLD & SMOOTH AS HELL.

- ★ Back in the day, sailors used to smooth out their high-proof rum rations with spices – we follow the same tradition
- ★ Our higher proof spirit is ideal for holding the bold rum character and richness of spices

HOW DO WE DO IT?

- ★ We have some of the most talented blenders in the business select the finest Caribbean rums, which are then brought back to the US and blended with our unmatched recipe of spices
- ★ Our precise list of spices will be available when hell freezes over. But we'll tell you this – our recipe combines the warmth of cinnamon and nutmeg with the richness of vanilla



PROUDLY MADE IN AMERICA

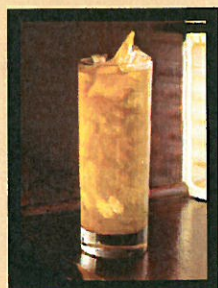
- ★ Our namesake was a true sailor and Navy vet whose clientele was largely made up of American servicemen. We honor his values of freedom and originality and proudly blend and bottle Sailor Jerry Spiced Rum in the United States



SAILOR JERRY & GINGER BEER

- 1 part Sailor Jerry Spiced Rum
- 3 parts ginger beer
- 2 lime wedges

Fill a glass with ice and squeeze in two wedges of lime. Throw in a measure of Sailor Jerry and top with ginger beer.



BACKYARD LEMONADE

- 2 parts Sailor Jerry Spiced Rum
- 4 parts fresh (still) lemonade

Build in a rocks-filled highball glass. Garnish with a lemon wedge.

** Add iced tea to make a 'Backyard Tea.'*

TASTING NOTES

NOSE: Intense vanilla, dry buttery toffee and subtle cinnamon notes.

TASTE: Warm spices of cinnamon and nutmeg with rich vanilla. A long, dry finish, balanced with a subdued sweetness, and a damn nice hint of toasted toffee.

OUR WORK SPEAKS FOR ITSELF

We're not the only ones who think Sailor Jerry Spiced Rum makes one damn fine drink – the experts agree.

