

# Sailor Jerry Spiced Rum

## WHAT IS SAILOR JERRY SPICED RUM?

- Sailor Jerry Spiced Rum is a premium old-school style rum. A unique blend of natural spices and flavors balanced perfectly at 92 proof
- Created in honor of Normal Sailor Jerry Collins, Famous "Old School" Tattoo Artist. His picture is on the back of the bottle

## KEY SELLING POINTS:

- Sailor Jerry offers consumers a higher quality, smoother and tastier alternative in the Spiced Rum category at prices competitive with other Spiced Rum brands.

- Caribbean style spice rum, 92 proof, smooth, flavorful with hints of Cinnamon, Caramel, Vanilla and Nutmeg

- Great straight, on the rocks or mixed in a cocktail. Higher proof allows the Sailor Jerry taste profile to stand up nicely in cocktails

- Sailor Jerry is a recognized brand. The #2 selling Spiced Rum and the #5 selling Rum Brand over all in Illinois. 700,000 case brand nationally. 17,800 cases in IL in 2018.

## DRINK SUGGESTION:

- Backyard Tea: 2 pts Lemonade. 1 part Iced Tea. 2 pts Sailor Jerry
- Jerry and Ginger. Sailor Jerry and Ginger Ale.
- Mixes well with either Ginger Ale or Coke.

