

# BUMBU

THE CRAFT RUM



Best in Taste



Best in Category



Best in Package Design



Barbados Rum of the Year

## A TRUE CARIBBEAN LEGEND

- An exquisite, all-natural craft rum made with native Caribbean ingredients.
- 16th & 17th century sailors and merchants blended Caribbean fruits and spices with their rum and called it "Bumbu." We use the same recipe - a truly authentic expression of this Caribbean legend with no artificial colors or flavors.
- Hand-crafted in small batches in Barbados, the original "rum island" where rum was first created - some 400 years ago!
- Blended with the world's purest water, naturally filtered by Barbados' coral limestone. Unlike most islands in the West Indies (formed by volcanoes), Barbados is a limestone island created by coral reefs. Ground water is forced through the limestone and naturally purified. Distilleries elsewhere filter their water; not so here.
- Made at our historic Barbadian distillery founded in 1893, whose traditional rum stills date back to 1840.

## THE ORIGINAL CRAFT RUM

- Bumbu is a blend of eight countries. Our master distiller selects first-class sugarcane from locally sustainable farms in the world's best cane-producing countries: **Barbados, Belize, Brazil, Costa Rica, Dominican Republic, El Salvador, Guyana** and **Honduras**.
- Aged up to 15 years to create an effortlessly smooth and balanced rum with complexity and depth.
- Rich and complex aromas of Madagascar vanilla, soft caramel and toasted oak. On the palate, Bumbu has notes of cinnamon, roasted nuts and allspice – perfectly blended to achieve a mild sweetness and light, smooth finish.

## A MASTERPIECE – INSIDE AND OUT

- An elegant, ultra-heavyweight fragrance-quality glass bottle adorned with a tarnished metal "X" in front and a map of the Caribbean in gold across the back. No paper or plastic labels are used in the package.
- The bottle is crowned with an old-fashioned oversized natural cork, which makes a celebratory POP upon opening!

## VERSATILITY & OPPORTUNITY

- At 35% ABV (70 proof), is excellent as a sipping spirit or the perfect ingredient in a favorite cocktail or punch.
- Can be sold in bars, restaurants, hotels and nightclubs by the glass or bottle as well as at retail shops.
- Elevates the craft spirits category while serving as a premium offering for both rum connoisseurs and enthusiasts of other brown spirits.

