 **TANDUAY**
RUM

Pronunciation /tand - why/

Our Rums

Discover the whole range



TANDUAY RUM GOLD

The silky-smooth Gold rum from our own heritage sugarcane, reveal how Tanduay became the global leader in dark rum. With its pure and distinctive taste, Tanduay Rum Gold is for those seeking greater complexity and sophistication.

This rum is aged up to 7 years in ex-bourbon barrels, with a taste profile of mature honey with hints of toasted oak, almond and vanilla. Appreciate neat or combined with your preferred mixer.



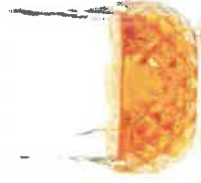
TANDUAY RUM SILVER

This silky-smooth Silver rum, from our own heritage sugarcane, is only moderately filtered giving it a light straw appearance. With its pure and distinctive taste, Tanduay Rum Silver is for those seeking greater complexity and sophistication.

This rum is aged up to 5 years in ex-bourbon barrels, with a taste profile of green ripe fruits with hints of burnt sugar, mandarin and vanilla. Perfect for sipping straight yet well-balanced for mixing.



Target Market	<p>PRIMARY: 25-35 YO Young Professionals Filipino Americans</p> <p>SECONDARY: 36-65 YO Sophisticated Rum Drinkers in the USA</p>
Consumer Insight	"I need a rum that would cater to my sophisticated taste, aged in authentic barrels and has distinct flavors unique from the rest."
Brand Character	Confident, Sophisticated, Unique
Brand Personality	Self Aware, Non-Conformist, Different
Tonality	Confident, Vibrant



TANDUAY DOUBLE RUM

This rum made from blend of rums aged for 16 and 5 years and married in ex-bourbon barrels for two years is hitched with taste of caramelized pineapple, toasted nuts with a mellow blend of cherry, vanilla, and tropical fruits. The ageing process creates good sipping rum with exceptional continuity and harmony of flavors from start to finish.





Target Market	35-65 y/o Rum enthusiasts looking for a superior quality product that would cater to their taste preference
Consumer Insight	"I need a rum that would exceed my expectations quality-wise, the best out of all the options possible."
Brand Character	Super Premium, One of a Kind
Brand Personality	Alpha, Trendsetter, Distinct
Tonality	Sophisticated, Luxurious, Competent

BORACAY RUM COCONUT

Smooth Philippine white rum gets some attitude with the exotic taste of coconut. Suit the flavor to your mood whether you take it straight, on the rocks or mixed.

Choose to party with the sweet and tropical taste of coconut mingling with light a blend of nougat and vanilla that finishes with a good hint of macaroon.

Boracay Rum captures the island experience.



BORACAY RUM CAPPUCCINO

Smooth Philippine white rum gets some attitude with the unique kick of cappuccino. Suit the flavor to your mood whether you take it straight, on the rocks or mixed.

Choose to party and let yourself loose on the dance floor with the creamy taste of cappuccino with a rich taste of coffee, grated coconut milk and hint of fudge brownies.

Boracay Rum captures the island experience.





Target Market	21-35 y/o Male and Female beach goers or enthusiasts looking to have fun and enjoy their rum with their favorite tropical flavors.
Consumer Insight	"I need a rum that is as outgoing as I am, something that can blend with anything seamlessly. I need it to accompany me whether just to unwind at home or to party with my friends."
Brand Character	Tropical, Versatile, Unique
Brand Personality	Beach Buddy, Free and Easy
Tonality	Fun, Wild, Carefree