

# Admiral Nelson's PREMIUM SPICED RUM

## ADMIRAL NELSON'S PREMIUM SPICED RUM

- Admiral Nelson's Premium Spiced Rum is a gold rum with a smooth, bold taste carefully blended with savory spices. Admiral Nelson's Premium Spiced Rum mixes perfectly in any rum cocktail.
- Admiral Nelson's Premium Spiced Rum is inspired by Admiral Horatio Nelson, leader of the greatest armada ever to sail the high seas. Nelson, Hero of Trafalgar, was a British Naval officer in the 19th Century. He is a national hero in England and a Royal Navy legend recognized for his leadership and strategy throughout the 19th century.
- Admiral Nelson's family of rums is comprised of the flagship Admiral Nelson's Spiced Rum, 101 Proof Spiced Rum, Coconut, , Vanilla and the recently-introduced Cherry Spiced flavor.
- Admiral Nelson's is the number five selling overall rum brand in the United States and the second largest brand in the very popular spiced rum segment.
- Winner of Impact Hot Brand Awards from 2007 through 2011 and Beverage Information Group Growth Brand from 2007 through 2011.
- Admiral Nelson's Spiced Rum is a part of the second-largest spirits category which as a whole is projected to increase 28.0 million cases sold by 2015, according to *The Beverage Information Group*.
- At traditional retail stores, Admiral Nelson's should be shelved below Captain Morgan's Spiced Rum.
- Admiral Nelson's Premium Spiced Rum is available in 1.75L, 1L, 750ml, 750ml Carry Pack, 375ml, 200ml and 50ml sizes and bottled at 35 percent alcohol by volume (70 proof).

