



# WILLIAM GRANT & SONS

INDEPENDENT FAMILY DISTILLERS SINCE 1887

## DISTILLER OF THE YEAR

ISC 2005, 2006, 2008, 2009; IWSC 2010, 2011, 2013

# ONE OF THE WORLD'S MOST AWARDED RUMS FLOR DE CAÑA 4 YEAR EXTRA DRY

### WHAT IS FLOR DE CAÑA?

Flor de Caña or "Flower Of The Cane", is one of the world's great 'Single Estate' rum brands, first produced in Nicaragua in 1890 and now distributed in over forty countries worldwide. It is the leading brand of rum sold throughout Central America and has experienced double digit growth in new markets over the past ten years. It is produced using only natural ingredients, distilled five times for clarity and alcohol purity, Slow-Aged™ in charred, American white oak barrels previously used to mature American Bourbon Whiskies and bottled exclusively in Chichigalpa, Nicaragua.

### WHAT MAKES FLOR DE CAÑA UNIQUE?

Flor de Caña rum is produced using a time-honored tradition and recipe, passed down through five generations of The Pellas Family - a recipe and a tradition that has resulted in Flor de Caña receiving over 100 International awards for quality and flavor.

### A COMPLETE PORTFOLIO

The diversity of Flor de Caña's portfolio offers rum consumers a variety of award winning rums, each with its own smooth taste and flavor profile.

### WHAT DOES THE TERM SLOW-AGED MEAN?

The term Slow-Aged™ characterizes the natural, undisturbed aging methods used to produce all Flor de Caña rums. The natural temperature, ventilation and duration of this unique process ensure that no excessive flavors or aromas are added to the final product.

### DRINK STRATEGY

Mixes extremely well with fruit juices, colas, sparkling water and tonic water. Perfect for tropical drinks.

### TASTING NOTES

**COLOR:** Crystal clear.

**PALATE:** Medium-bodied. Leads with a smooth, round mouth-feel followed by flavors of vanilla and coconut with a hint of spice. Finishes with dry sugarcane and toasty vanilla.

### AWARDS & ACCOLADES

- 2011 Double Gold Medal Winner
- San Francisco World Spirits Competition
- 2012 Best White Rum
- The Dutch Rum Awards



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THE SLOW AGED RUM



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### TARGET CONSUMER:

Target Consumer: Male and female 25 - 35 YO Metro Hispanics; Takes pride and enjoyment in discovery; Seeks and likes to share new experiences; Recognized influencer, leader not follower.

### TRADE POSITIONING:

#### ON-PREMISE

- Premium well white rum in trendy restaurants, lounges, and hotels
- Supported with listing in cocktail menus

#### OFF-PREMISE

- Independents and regional chains: positioned with the rest of the Flor de Caña portfolio at eye level and to the right of Appleton® Rum.

## 4 YEAR EXTRA DRY COCKTAILS



### FLOR DE CAÑA MACUÁ "THE NATIONAL DRINK OF NICARAGUA"

1 Part Flor De Caña 4YO Extra Dry Rum  
1 Part Guava juice  
1 Part Orange juice  
½ Part Simple syrup  
Garnish: 1 Orange slice and one green maraschino cherry



### FLOR DE CAÑA & COLA

1 Part Flor De Caña 4YO Extra Dry Rum  
2 Parts Cola  
Ice  
Garnish: Twist of orange

GREAT COCKTAILS START WITH RESPONSIBLE MEASURING.

## FLOR DE CAÑA PORTFOLIO



### 4 YEAR GOLD

**COLOR:** Golden Amber.  
**TASTE:** Medium body with a vanilla bouquet.



### 5 AÑEJO CLÁSICO

**COLOR:** Amber.  
**TASTE:** Full-bodied and smooth.



### 7 GRAN RESERVA

**COLOR:** Mahogany.  
**TASTE:** Very smooth and full-bodied.



### CENTENARIO 12

**COLOR:** Reddish amber.  
**TASTE:** Stately and semi-sweet. Nougat, almond butter, molassas and cherry abound.



### CENTENARIO 18

**COLOR:** Amber.  
**TASTE:** A full-bodied rum with a rich complexity of flavors and a smooth finish.

PRODUCT DESCRIPTION	SCC	UPC	NABCA	PALLET PATTERN			WEIGHT (lbs)	OUTSIDE CASE DIMENSIONS		
				CASES PER PALLET	CASES PER TIER	NO. OF TIERS	PER CASE	LENGTH	WIDTH	HEIGHT
FDC WHITE 4YO										
12/750 ML	10026964904298	26964904291	300-42636-75	14	5	70	35.30LBS	13.5	10.0	11.5
12/1000 ML	10026964453185	26964453188	N/A	14	5	70	45.24LBS	12.3	13.8	10.8
6/1750 ML	10026964194422	26964194425	300-42629-17	18	4	72	37.51LBS	13.8	12.3	8.8

PLEASE ENJOY FLOR DE CAÑA RUM RESPONSIBLY

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