



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 5 YEAR CLASICO

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

On the rocks, in traditional cocktails, or mixed with soda or cola.

TASTING NOTES

COLOR: Golden Amber.

PALATE: Full-bodied and smooth.

AWARDS & ACCOLADES

2008 Gold Medal. Best in Class
International Wine & Spirits Competition, England
Winner of 12 International medals in 5 years.



Flor de Caña

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:

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.

5 YEAR AÑEJO CLÁSICO COCKTAILS



NICA LIBRE

1 Part Flor de Caña 5YO
2 Parts Sparkling Water
Ice
Garnish: Twist of Orange



FLOR DE CAÑA & COLA

1 Part Flor De Caña 5YO
2 Parts Cola
Ice
Garnish: Twist of orange

GREAT COCKTAILS START WITH RESPONSIBLE MEASURING.

FLOR DE CAÑA PORTFOLIO



4 YEAR EXTRA DRY

COLOR: Crystal clear.
TASTE: Medium-bodied.



4 YEAR GOLD

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



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 CLASICO 5YO										
12/750 ML	10026964334224	26964334227	N/A	14	5	70	35.30LBS	13.5	10.0	11.5
6/1750 ML	10026964770886	26964770889	N/A	0	0	0	38.61LBS	13.8	21.3	8.8

PLEASE ENJOY FLOR DE CAÑA RUM RESPONSIBLY

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