



WILLIAM GRANT & SONS

INDEPENDENT FAMILY DISTILLERS SINCE 1887

William Grant & Sons Ltd.
DISTILLER OF THE YEAR
ISC 2005, 2006, 2008, 2009; IWSC 2010, 2011, 2013

ONE OF THE WORLD'S MOST AWARDED RUMS FLOR DE CAÑA 7 GRAN RESERVA

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, with a splash of cola, soda or water. The Grand Mojito is a favorite.

TASTING NOTES

COLOR: Mahogany.

PALATE: Full-bodied. Leads with a smooth, round mouthfeel, followed by flavors of dark caramel and toasted nuts. Finishes in a long fade of toasted coconut and a hint of vanilla and spice.

AWARDS & ACCOLADES

2013 Gold Medal Congreso Internacional de Madrid
"Superb, Highly Recommended" by F. Paul Pacult

"Among the key performers in the range is Flor de Caña Grand Reserve, a 7 - year - old rum that deserves its global reputation for excellence. It has a dark amber, mahogany hue, a voluptuous body and a generous, semi-sweet bouquet of vanilla, caramel and molasses. The aromatics alone are worth the price of admission"
- American Cocktails, Robert Plotkin - January 2011



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 experience; Recognized influencer, leader not follower.

TRADE POSITIONING:

ON-PREMISE

- #1 Flor de Caña Slow-Aged™ variant
- On back bar next to other premium and super-premium rums in trendy restaurants, lounges, and hotel bars
- 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.
- Featured displays, where applicable

7 YEAR GRAN RESERVA COCKTAILS



SLOW AGED™ MOJITO

- 1 Part Flor de Caña 7YO
- 1 tbs Superfine sugar
- Lime wedges
- 4 Sprigs of fresh mint
- Club soda



FLOR DE CAÑA & COLA

- 1 Part Flor De Caña 7YO
- 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.



5 AÑEJO CLÁSICO
COLOR: Amber.
TASTE: Full-bodied and smooth.



CENTENARIO 12
COLOR: Reddish amber.
TASTE: Stately and semi-sweet. Nougat, almond butter, molasses 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
FDC RESERVA 7YO										
12/750 ML	10026964852742	26964852745	305-42656-75	14	5	70	35.30LBS	13.5	10.0	11.5
12/1000 ML	10026964257011	26964257014	N/A	14	5	70	45.24LBS	12.3	13.8	10.8
6/1750 ML	10026964380016	26964380019	N/A	18	4	72	38.61LBS	13.8	12.3	8.8

PLEASE ENJOY FLOR DE CAÑA RUM RESPONSIBLY

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