



Sailor Jerry is a straight-up, no-nonsense rum.

We craft the spirit from a selection of rums distilled in the Caribbean. Our master blenders “marry” the rums to our exacting recipe, then infuse it with our one-of-kind mix of spices and other natural flavors, most notably vanilla and a touch of cinnamon.

The result is high-quality, old-school spiced rum. An enduring classic, not a fly-by-night fancy.

Nose: Intense vanilla, dry buttery toffee and subtle cinnamon notes

Taste: Warm spices of cinnamon & nutmeg with rich vanilla. A long dry finish balanced with a subdued sweetness and a hint of burnt toffee

Smoothness is the key to Sailor Jerry's versatility. Enjoy it how you like it — straight, mixed or in a cocktail.

How it was Born:

Simply put, the guys who started the company were Sailor Jerry fans. They created Sailor Jerry Limited to keep alive the legacy of the man, Norman ‘Sailor Jerry’ Collins. They started it as a small mom and pop clothing brand in Philadelphia, collaborating with local artists to make leather goods, sneakers, t-shirts and other products featuring



Sailor Jerry's flash. Since Sailor Jerry spent half his life as a sailor (and the other half tattooing sailors) it was a natural move to create a spiced rum in his name.

A cult started to grow around the rum, and pretty soon, it started to outsell anything else they made.

Background and History:

Maybe because it was hauled around the globe by sailors or maybe because it's just good, rum has traditionally been the most prolific of the world's spirits. Although a few other places lay claim to their own varieties, the Caribbean is generally accepted as the heart of the rum world (which is why it's where Sailor Jerry is and will always be distilled!)

Rum has been intertwined with Caribbean culture for nearly 400 years, coming into existence alongside the sugar industry. The 1600s were the coming-out century for rum. Quality grew by leaps and bounds and so did people's taste for it. By 1789, a hogshead of the finest Caribbean rum was chosen as fit for the first presidential inauguration of an upstart nation called the United States of America. Today's Caribbean rum distillers have well over 200 years of experience perfecting the art of distillation, aging and blending. Adding spices to rum is an old sailor's tradition. Those first rums were crude and harsh, so seamen would blend and mix in any spices they had on hand to improve the rum's flavor. Today the harshness is no more, but the art of spicing rum is alive and well.

Sugar and the sugar economy of the West Indies would ruin men and make men rich, would send governments to war, foster privateering and piracy, and would give rise to the infamous Triangular Trade, so called because of the shape of the three legs of the journey. The first was from Europe to Africa where goods were exchanged for slaves. The second, or the ‘middle passage’ was the transportation of slaves to the Americas. The third and final leg of the journey was the transport of goods – sugar, rum, tobacco and cotton – from the Americas back to Europe. It was, arguably, the engine that drove the world economy at that time.

The by-product of refining the cane into sugar is molasses, and it was the distillation of the molasses that gave the world rum beginning in the 16th century. Dark, treacly brown molasses mixed with water was fermented into a crude liqueur, and finally distilled into a unique spirit that still retains its mystery and romance.

The romance of rum was no mystery to the “founders” of Bermuda. In 1609, Sir George Somers, on his way to rescue the withering colony at Jamestown, came dramatically aground on the deserted islands of Bermuda. All survived and many took solace in a dram of celebratory rum, or as it was recorded “comfortable waters”. Three years later the good ship, Plough, arrived with Bermuda's first true settlers.

In its raw and more potent state the drink first became known as Kill Devil. Seventeenth century detractors described rum as a “hot, hellish and terrible liquor”. It was said that the drink could “light ablaze” and “provoke rumbustious behavior”. No wonder it was soon known as rumbullion. From there it was but a short leap to – Rum.

For the seafarer rum, less inclined to spoil than fresh water and sturdier than beer, became the drink of choice. Rum was the drink of Buccaneers and “old salts”, and eventually the official drink of the British Royal Navy. Every ship's purser would dole out a daily “tot”, an eighth of a pint, for each Tar (as the shipmen were known). Purser's, in seaman's jargon, was reduced to Pusser, just as Boat Swain became Bosun. Today, Pusser's rum is said to emulate the style of rum served on deck.