

# F24 New Listing

## Brown-Forman Travel Retail Division

**BOND & CO 2024-**





*Tennessee*

SOUR MASH

**WHISKEY**

DISILLED & BOTTLED BY  
JAMES B. BEAN & CO. DISTILLERS  
MEMPHIS, TENN.

# JACK DANIEL'S FAMILY OF BRANDS - PRICING GUIDANCE



\$34



\$35



\$39



\$45



\$XX



\$68



\$100



\$165




## INSPIRED BY MR. JACK'S SPIRIT OF ADVENTURE & EXCLUSIVE TO TRAVELERS

**Mr. Jack Daniel never ventured very far from home and his distillery in Lynchburg, Tennessee, yet he hoped to share his whiskey further afield.**

**He did make one long train trip to St. Louis, Missouri, back in 1904, for the chance to see the world's wonders at the St. Louis World's Fair.**

**While there, he entered his whiskey into the international competition and came away the winner of a gold medal, the first of many.**

**The Tennessee Travelers series honors Jack's desire for him and his whiskey to see the world; how Jack Daniel's has spread to all four corners of the globe and how we continue to explore the world of tastes found in the whiskey crafted in one place; the Jack Daniel Distillery.**



# Jack Daniel's Tennessee Travelers

Traveler exclusive - expanding  
traveler's whisky journey



## Key Information:

- 50cl 107 proof
- RRP \$39 USD
- Available to order for all GTR customers from **January 2023**



# Jack Daniel's Tennessee Travelers

Key Learnings from launch & research

- Validated by consumers in qual research, inspiring **discovery** and **exploration** for global travelers
- 50cl size is disruptive, encourages **exploration** and **giftability**. Particularly well received in markets with **DF allowance**
- 107 proof is well received and **justifies the price point**, along with the **Travel Exclusivity**



# JACK DANIEL'S

## TENNESSEE TRAVELERS SWEET & OAKY STRAIGHT TENNESSEE WHISKEY

A traditional 107 Proof that intensifies the flavor and not the heat.  
Flavor derived from the NEW American charred oak barrels.  
80% Corn, 12% Barley, 8% Rye

### TASTE

Caramel, vanilla & toasted oak. Concentrates on mid palate balance of sweet and oak.

### AROMA

Balanced character. Sweet, oaky, medium body.

### FINISH

Creamy and clean.

PROOF

107

MASTER DISTILLER

*Chris Little*

VOL

53.5%



SWEET & OAKY



• LIMITED •  
EDITION

# JACK DANIEL'S

## TENNESSEE TRAVELERS BOLD & SPICY

STRAIGHT TENNESSEE RYE WHISKEY

A traditional 107 Proof that intensifies the flavor and not the heat.

Flavor derived from the unique and spicy rye grain.

70% Rye, 12% Barley, 18% Corn

### TASTE

Caramel and  
dry baking spices

### AROMA

An enticing blend full  
of sweet, soft fruit layered  
with underlying rye spice  
and oak.

### FINISH

Peppery rye character  
on the back end.

PROOF

107

MASTER DISTILLER

*Chris Flitt*

VOL

53.5%



BOLD &  
SPICY



• LIMITED •  
EDITION





JACK DANIEL'S

◇ AMERICAN ◇

SINGLE MALT

OLOROSO SHERRY CASK



# Allow us to introduce you to our newest family member...

## ***JACK DANIEL'S AMERICAN SINGLE MALT OLOROSO SHERRY CASK***

The 1st Jack Daniel's American Single Malt to be launched in Global Travel Retail.

**Jack Daniel's (90 Proof) American Single Malt Whiskey is AGED IN HAND-CRAFTED NEW, CHARRED OAK BARRELS AND FINISHED IN THE FINEST OLOROSO SHERRY CASKS**

This whiskey is a new take on timeless single malt traditions. Carefully crafted in Tennessee, it is a rich and complex signature, characterized as dark chocolate covered nuts & berries, with a subtle, sweet sherry finish. Old World Meets New World, from the makers of Jack Daniel's.

Category **DISRUPTIVE** launch, which has been validated in research as driving **REAPPRAISAL** for Jack Daniel's





# JACK DANIEL'S

AMERICAN

## SINGLE MALT

OLOROSO SHERRY CASK

- SAY HELLO TO -

# RICHER SIPPING



**A TRAVELER EXCLUSIVE**

PLEASE DRINK RESPONSIBLY. TENNESSEE WHISKEY, 45% ALC. BY VOL. (90 PROOF) DISTILLED AND BOTTLED BY JACK DANIEL'S DISTILLERY, LYNNBORO, TENNESSEE. JACK DANIEL'S IS A REGISTERED TRADEMARK. ©2023 JACK DANIEL'S. ALL RIGHTS RESERVED.



# JACK DANIEL'S

◇ AMERICAN ◇  
**SINGLE MALT**  
OLOROSO SHERRY CASK

- 
- STYLE:** American Single Malt finished in Oloroso Casks.      **FLAVOR PROFILE:** Rich and complex.
- COLOR:** Brilliant burgundy with flecks of bronze and copper.      **STRENGTH:** 90 Proof / 45% alc.
- AROMA:** Soft oak, fruit and cocoa.
- TASTE:** It is rich and complex, characterized as dark chocolate covered nuts and berries with a subtle sweet Oloroso Sherry finish.
- 

## A TRAVELER EXCLUSIVE

**RRP: \$100 USD      1L      €85      \$150 AUD**



1L



# **Jack Daniel's & McLaren Racing:** *Two ICONIC Brands join forces*

**COMING IN**

**2023**

# MCLAREN PARTNERSHIP IP

ANNOUNCING

SEPTEMBER 12, 2022



Please Drink Responsibly.

Tennessee Whiskey, 40% ALC. JACK DANIEL DISTILLERY, Lynchburg, TN  
Jack Daniel's and Old No. 7 are registered trademarks. ©2022 Jack Daniel's.  
Please do not drink or forward this content with anyone under the legal drinking age.

# Jack Daniel x McLaren Limited Edition



# We are leading the way with step changing initiatives



**Strengthen**  
JDTW's iconic status



**Recruit** next  
generation Luxury  
travellers



**Build & own**  
SP+ American Whiskey

## Step changing reach & prominence, owning our lighthouse locations

Improve & Grow Permanent Visibility



Create memorable & immersive retail experiences



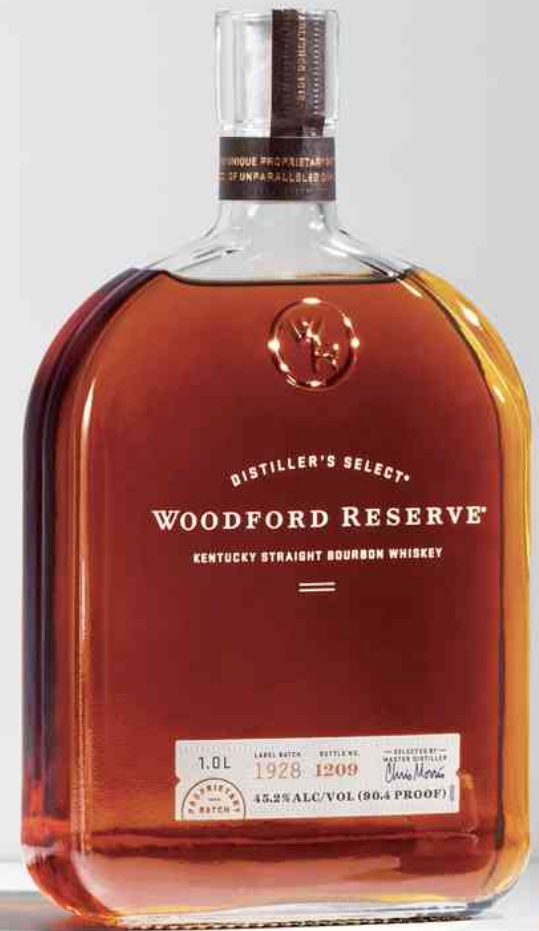
Expand JDSB prominence & launch GTR-exclusive JD ASM







WOODFORD RESERVE®



# A Perfectly Curated Portfolio



<b>Woodford Reserve Bourbon</b>	<b>Woodford Reserve Rye Whiskey</b>	<b>Woodford Reserve Malt Whiskey</b>	<b>Woodford Reserve Double Oaked</b>	<b>Woodford Reserve Master Collection</b>	<b>Woodford Reserve XO</b>	<b>Woodford Reserve Baccarat Edition</b>
1L	1L	1L	1L	700ml	700ml	700ml

**SUPER PREMIUM**

**ULTRA PREMIUM**

**PRESTIGE**

**PRESTIGE PLUS**



WOODFORD RESERVE®

  
Baccarat  
EDITION



WOODFORD  
RESERVE®

THE #1 SUPER PREMIUM  
AMERICAN WHISKEY IN THE WORLD

WOODFORD RESERVE

*Baccarat*

THE MOST PRESTIGIOUS  
FRENCH CRYSTAL ARTISANS

WOODFORD RESERVE®

*Baccarat*  
EDITION

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TWO ICONS OF  
CRAFTSMANSHIP HAVE  
COME TOGETHER  
TO CREATE  
WOODFORD RESERVE  
BACCARAT EDITION





# THE ULTIMATE EXPRESSION FROM WOODFORD RESERVE

Woodford Reserve Baccarat Edition is crafted by uniquely finishing the most complex and balanced Kentucky Bourbon in select XO Cognac barrels. Sourced by our Master Distiller Chris Morris, each barrel has seen three seasons of cognac before being filled with Woodford Reserve. The result is the best of both spirits – a balance of crisp American and French oak notes, complex fruit character, subtle spiciness and a creamy confectionary finish.

# WOODFORD RESERVE

## BACCARAT EDITION – The Ultimate Expression of the best American Whiskey & Finest French Cognac

WOODFORD RESERVE



<b>PROCESSES:</b>	Woodford Reserve Kentucky Straight Bourbon finished in the finest XO Cognac barrels, bottled in handmade decanters from the artists at Baccarat – the only American whiskey currently available in the precious crystal
<b>PROOF:</b>	90.4
<b>COLOR:</b>	Deep Brown
<b>AROMA:</b>	Rich toasted oak dusted with chocolate and cocoa notes, creamy vanilla bean, and hints of clove and cinnamon spice cover a deep layer of dried fruit and citrus peel.
<b>TASTE:</b>	Elegant vanilla, dark chocolate, dried fruit and creamy caramel top layers of rich malt and oak.
<b>FINISH:</b>	Velvety with a long delicately spiced caramel mocha note
<b>SIZE:</b>	750 ml
<b>RSP:</b>	GTR 700ml = \$1,700 USD



WOODFORD RESERVE®



## CUSTOMER BENEFITS

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**First of its kind** release from #1 Super Premium American Whiskey

The Prestige Plus American Whiskey category grows at a **continued double digit rate, with a 17% three year CAGR.**

From Brown-Forman, the **leaders in American Whiskey**

A release that truly **talks to the new luxury consumer**



WOODFORD RESERVE BACCARAT  
EDITION HAS FEATURED IN SOME  
OF THE LEADING TRADE AND  
CONSUMER ONLINE MAGAZINE  
AND GENERATED OVER  
49.5 MILLION IMPRESSIONS

**Forbes**

the drinks business

The Moodie Davitt  
15 Years | 2002-2017 Report

THE SPIRITS  
BUSINESS

**uncrate**

AMERICAN  
est. 2012  
BOURBON  
ASSOCIATION



WOODFORD RESERVE

Baccarat  
EDITION

WOOD RESERVE

Bac



WOODFORD RESERVE®

*Baccarat*  
EDITION

GLORIFIERS AND FSU's  
AVAILABLE

A Spectacle for the Senses to  
**Create love at first sight**



A Spectacle for the Senses to  
**Create love at first**

sip



# **BENRIACH**

**ACCELERATE MOMENTUM**



# BENRIACH

SPEYSIDE SINGLE MALT SCOTCH WHISKY



# A WORLD OF FLAVOUR

Discover what we're made of  
[benriach.com](http://benriach.com)

Savour with time. Drink responsibly.

Benriach is a registered trademark. ©2013 Benriach. All rights reserved.

## OUR WHISKY MAKING PROCESS

# LAYERS OF FLAVOUR

Benriach Distillery has long been the home of artistry and expertise across whisky distilling and maturation since 1898.



### **SIGNATURE SWEET MASH**

Our mineral rich water drawn from an underground aquifer and four water mashing enhance Benriach's signature fruit-laden style in the initial stages of production.



### **UNCONVENTIONA L HERITAGE DISTILLING IN THREE STYLES**

Three different types of spirit (classic, peated, triple distilled) allow us to explore the full flavour possibilities of Speyside Single Malt.



### **ECLECTIC CASKS FROM AROUND THE WORLD**

We use an eclectic range of cask types from around the world, dating back to the 1960s, to mature Benriach spirit, adding layers of flavour to every expression.



### **HISTORIC SEASONAL FLOOR MALTINGS**

Benriach is one of just two remaining distilleries in Speyside to distill whisky using malted barley from its own floor maltings, celebrating a tradition which started when the distillery was founded in 1898.



### **OUR MASTER BLENDER, DR. RACHEL BARRIE**

By combining our Master Blender's artistry and expertise alongside our eclectic cask selection and three Speyside styles, we continue to create the highest quality, richly multi-layered single malts.

## OUR WHISKY MAKING PROCESS

# SIGNATURE SWEET MASH

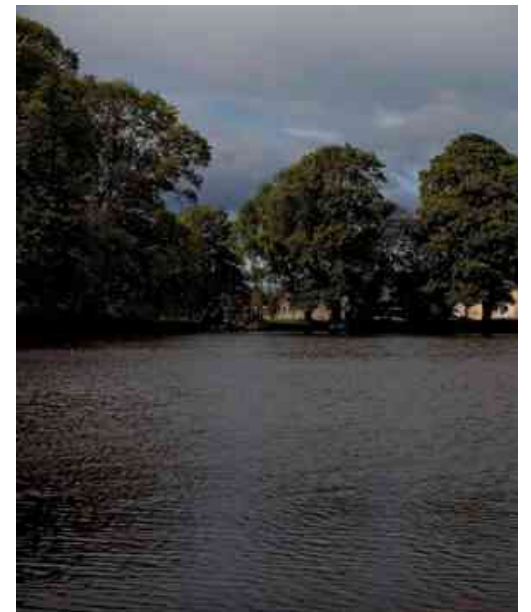
Ruggedly beautiful, Benriach Distillery stands on the site of the old Riach farm in north Speyside, drawing its water source from a mineral-rich, underground aquifer, deep beneath the distillery grounds.

During mashing, a process turning barley's starch into fermentable sugar, we use four batches of our mineral rich water, instead of the usual three. This takes longer but allows us to unlock maximum sweetness from the barley. We call it a 'four water mash'.

In fermentation, the next stage of the production process, we add yeast to the four-water mash. This creates the wash, a beer-like product ready for distillation.

The high level of sweetness from the barley, alongside the mineral rich purity of the water, enable us to create a fruitier wash.

It is this fruit-forward wash we are looking for at Benriach, to start unlocking our signature orchard fruit notes during distillation.





## OUR WHISKY MAKING PROCESS

# THREE STYLES OF WHISKY

At Benriach Distillery, we have an unconventional whisky making heritage producing three styles of whisky; classic unpeated, peated and triple distilled.

### Classic Speyside

At Benriach, we use a bespoke distillation process to create our signature, fruit-laden spirit. We run our stills nice and slow, to create a longer 'heart' of the run, capturing the maximum levels of esters in the spirit. In flavour, esters develop as fruit notes, so our fruit forward distillation works to capture layers of orchard fruits and citrus zest in the heart of Benriach's spirit.

### Smoky Speyside

In the early 1970s, Benriach returned to distilling some whisky in the old, 19<sup>th</sup> Century style using malted barley smoked with Highland peat. It was a bold, unconventional move in a Speyside whisky-making region known for crafting unpeated whiskies. We harness this creative spirit to the present day as we craft batches of peated whisky during our Smoke Season. It's a time of year when the smoky aromas of rich Highland peat emanate through the twists and turns of our distillery in Moray. This Highland peat with its prevalence of wood from ancient trees, heather and bracken, toasts our malt to produce distinctly sweet and aromatic smoke flavours into our whisky. This is in contrast to the more medicinal West Coast peat, most well known for its use on Islay.

### Triple Distilled

In the 1990s, Benriach began making small batches of triple distilled spirit; a tradition we continue once a year. The third distillation further



## DETAILED PRODUCT INFORMATION

# THE QUARTER CASK

To make Benriach Quarter Cask, Benriach spirit is first matured in bourbon barrels then undergoes a second maturation in bespoke quarter casks. These smaller casks allow more interaction between wood and spirit, intensifying maturation for depth and richness of flavour, to create layers of glazed orchard fruit and rich vanilla, finishing with notes of ripe barley and oak spice. All in perfect balance.

Benriach Quarter Cask shares the same orchard fruit character as Benriach 10 but the more dominant use of bourbon creates more rich vanilla notes with nutty oak spice. The intense maturation in quarter casks also brings balanced notes of spiced oak with the rich vanilla. This is the only quarter cask expression currently available permanently in global travel retail.

### AWARD WINNING

In 2019 Benriach Quarter Cask won a double gold medallion at the San Francisco World Spirits Competition.

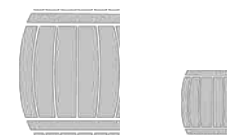


1L PACKAGING EXCLUSIVELY FOR GLOBAL TRAVEL RETAIL



## QUARTER CASK

MATURED IN SMALL CASKS



**BOURBON** **QUARTER CASK**

**AGE** Non aged statement

**COLOUR** burnished gold

**NOSE** candied fruit, rich vanilla, fresh oak

**PALATE** sugared pear and honeyed apricot with finishing notes of fresh barley cream and oak spice

**SMOKE LEVEL** nil

**ABV** 46%

NATURAL CASK-IMPARTED COLOUR

**QUARTER CASK MATURATION ENHANCES DEPTH AND RICHNESS**

## DETAILED PRODUCT INFORMATION

# THE SMOKY QUARTER CASK

In the early 1970s, Benriach broke convention in Speyside by returning to distilling batches of whisky in the old, 19th century style, using malted barley smoked with Highland peat. This wood rich Highland peat imparts distinctly sweet and smoky notes into Benriach peated whiskies.

Benriach Smoky Quarter cask has been crafted from a combination of unpeated and peated spirit; first matured in bourbon barrels, then undergoing a second maturation in bespoke quarter casks. These smaller quarter casks allow more interaction between the wood and the spirit, intensifying maturation for depth and richness of flavour, to create layers of ripe fruit, fresh wood smoke and spiced vanilla, with finishing notes of mellow smoke and nutty oak. All in perfect balance.

The Smoky Quarter cask has more ripe fruit notes compared to the smoked applewood flavours of Benriach The Smoky Ten. As a result of 100% bourbon maturation the peat notes come out more in the form of oak wood smoke and spice balanced by notes of creamy vanilla. This is currently the only peated quarter cask expression available exclusively in global travel retail.

### AWARD WINNING

In 2019 Benriach Smoky Quarter Cask won a gold medallion at the San Francisco World Spirits Competition.



1L PACKAGING EXCLUSIVELY FOR GLOBAL TRAVEL RETAIL



**QUARTER CASK RICHNESS WITH ADDED LAYERS OF SMOKE**



## SMOKY QUARTER CASK

MATURED IN SMALL CASKS



**BOURBON** **QUARTER CASK**

**AGE** Non aged statement

**COLOUR** olive gold

**NOSE** woodsmoke, pear and freshly kilned malt

**PALATE** smoked nectarine, peppered malt and creamy vanilla, with finishing notes of mellow smoke and nutty oak

**SMOKE LEVEL** medium

**ABV** 46%

NATURAL CASK-IMPARTED COLOUR

## DETAILED PRODUCT INFORMATION

# TRIPLE DISTILLED TEN

In the 1990s Benriach began making batches of triple distilled spirit; a tradition we continue once a year. The third distillation further enhances Benriach's fruit-laden character, creating an ultra-smooth spirit for this small batch expression.

After the third distillation, The Triple Distilled Ten is three cask matured for at least ten years in bourbon barrels, Pedro Ximénez casks, and virgin oak. The whisky from each cask is then expertly married together, to create the smoothest of single malts, layered with glazed fruit, creamy vanilla and vibrant oak spice, finishing with fruit and oak in perfect balance.

We look forward to entering this expression into global spirit awards for the first time in 2021.

1L PACKAGING EXCLUSIVELY FOR GLOBAL TRAVEL RETAIL



## TRIPLE DISTILLED TEN

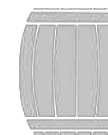
THREE CASK MATURED



**BOURBON**



**PEDRO XIMÉNEZ**



**VIRGIN OAK**

**AGE** 10 Years Old

**COLOUR** copper gold

**NOSE** candied orange, creamy vanilla, vibrant spiced oak

**PALATE** apricot, apple peel, toasted almond and mocha cream, with an intriguing, fruit and oak finish

**SMOKE LEVEL** nil

**ABV** 43%

NATURAL CASK-IMPARTED COLOUR

**SUPREME SMOOTHNESS AND MULTILAYERED STYLE**

ESTD *The* 1826

# GLENDRONACH

*Highland Single Malt  
Scotch Whisky*

2024 will be a seminal milestone in our long term vision for The GlenDronach

## **Brand Vision**

**The GlenDronach will become the new generation sherried whisky connoisseur, elegantly enriching the prestige Single Malt space with its revered mastery.**

## Mastering the art of Sherry cask

**GLENDRONACH  
IS A LEADING SINGLE  
MALT IN GTR, BEING PART  
OF THE TOP 30 SINGLE  
MALTS**

\*Source: IWSR 2022



## Exclusively for Travel Retail

### The GlenDronach Fogue Aged 10 Years

Hidden deep in the Highlands, The GlenDronach Distillery has been quietly perfecting sherry wood maturation since 1826.

Our founder, James Allardice, built the distillery in the fertile landscape of the valley of Fogue. Here, he discovered the rich depths of sherry wood maturation, marrying Scottish spirit to Spanish cask. Little has changed over the centuries. Our craftsmen use the same traditional cast iron mash tun, wooden wash-backs and elegant copper pot stills.

The GlenDronach Fogue Aged 10 Years is a richly sherried Highland single malt, matured in fine Pedro Ximénez and Oloroso sherry casks. A dram which encapsulates the heritage and terroir of Fogue: a cornucopia of brambles, ripe barley and resinous oak, with a long, lingering finish.

#### Tasting Notes

##### Colour:

Burnished copper with a deep harvest-gold hue.

##### Nose:

A dance of Seville blood orange and cherry, with harvest-ripe barley, roast chestnuts and winter-spiced cocoa.

##### Taste:

Sweet Valencia orange and Morello cherries with rolling waves of ripe barley. As the flavour deepens, savour dark currants, praline toffee and earthy brambles.

##### Conclusion:

A richly satisfying, lingering finish of orange-laced tobacco and ground nutmeg.







**GLENGLASSAUGH**

**E S T D 1 8 7 5**

**AWAKENING GLENGLASSAUGH**

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BRAND CREATIVE IDEA

# SHAPED BY LAND

Something wonderful happens where the land meets the sea at Sandford Bay. It's a place of union, where the forces of nature work together, awakening our senses, connecting us and invigorating all life around it. Glenglassaugh appreciate this wonder, valuing everything it offers. So, we open our doors and invite all of this in, to share this very special whisky.



# AND SEA.

## NEW BOTTLE CONFIDENTLY SPEAKS TO OUR COASTAL STORYTELLING





# A SPIRIT REAWAKENED - INTRODUCING THE NEW CORE RANGE





# 12 YEAR OLD ABV 45%

**Glenglassaugh 12 Year Old embodies our signature coastal style. Matured in bourbon, sherry and red wine casks for luscious waves of ripe fruit carried on an ocean breeze.**

## TASTING NOTES

**Colour:** Luminous gold

**Nose:** Sweet coastal waves of ripe apricot and fig meld with toasted vanilla and tropical flora, carried on a warm ocean breeze.

**Taste:** Candied pistachio, date and sweet fig roll into waves of morello cherry and whipped cream, infused with fresh coastal air.

## 3 KEY SELLING POINTS

First flagship age statement launched since the distillery's reawakening in 2008

A perfect introduction to the lush, coastal and tropical flavour profile of Glenglassaugh single malt

Ideal for whisky explorers looking to try a new Single Malt distillery

## CATEGORY REFERENCE

Talisker 10

Oban 14

## FLAVOUR SUMMARY

Elemental and harmoniously balanced





# FLAVOUR STORYTELLING & PAIRING INSPIRATION

## GLENGLOSSAUGH 12 YEAR OLD





# SANDEND ABV 50.5%

Inspired by the crescent beach of Sandend Bay, Glenglassaugh Sandend is matured in bourbon, sherry and manzanilla casks for luscious waves of flavour.

## TASTING NOTES

**Colour:** Summer gold

**Nose:** Soft buttery vanilla ice-cream drenched in tropical fruit, with chocolate and a touch of sea salt.

**Taste:** Waves of salted-caramel with an effervescent burst of pineapple, cherry and grapefruit, enlivened by the ocean shore.

## 3 KEY SELLING POINTS

A celebration of Sandend Bay, the coastal home of Glenglassaugh and a nature lover's paradise

Our most luscious expression with intense tropical fruit sweetness brought out by Master Blender Rachel Barrie

Ideal for whisky explorers looking for craft expressions with high ABV and unique cask styles

## CATEGORY REFERENCE

Oban Little Bay



# FLAVOUR STORYTELLING & PAIRING INSPIRATION

## GLENGLOSSAUGH SANDEND







# PORTSOY ABV 49.1%

Our neighbouring harbour village of Portsoy inspires the deep maritime flavour of this richly peated single malt, matured in sherry, bourbon and port casks.

## TASTING NOTES

**Colour:** Deep amber

**Nose:** Rich maritime waves infused with tropical fruit and sherried dark soy, rolling into port with liquorice and sea kelp.

**Taste:** Full-bodied with dark chocolate, fermented soy and charred mango with treacle and a crack of sea salt.

## 3 KEY SELLING POINTS

A celebration of Portsoy, a harbour village shaped by the coast with a deep maritime history to the east of the distillery.

Using high levels of peat to create our only richly smoked single malt with charred coastal character

Ideal for whisky explorers looking for craft peated expressions with high ABV and unique cask styles

## CATEGORY REFERENCE

Talisker Port Ruighe





# FLAVOUR STORYTELLING & PAIRING INSPIRATION

## GLENGLOSSAUGH PORTSOY





**GIN MARE**  
MEDITERRANEAN GIN

We are proud to be the  
**World's Number 1**  
Ultra Premium Gin



# BRAND | PRODUCTS

Gin Mare

## The Mediterranean Gin

Gin Mare 1L.

Our Original Gin Mare is crafted with a blend of single distillates of each of its botanicals. This allows the master distiller to always deliver the same exceptional gin. Gin Mare starts with a premium barley base with delicate maceration of between 36-48 hours.

An independent distillation process of each botanical is then crafted with our process finalised by our signature blending which allows the characteristics of each botanical to be expressed in the final liquid.

Tasting Notes: Aromatic, Savory, Herbal, Citrus

Signature Serve: Gin Mare & Tonic served over ice with a garnish of rosemary & a twist of Orange

RSP: \$48 / €45

GIN MARE  
MEDITERRANEAN GIN





DIPLOMÁTICO

RUM

WE ARE PROUD TO BE A  
PASSIONATE,  
RESPONSIBLE  
RUM-MAKER.



Diplomatico Rum has taken the Global  
Travel Retail Channel by Storm!

Brown Forman confirms its expertise in  
Super Premium spirits

We now hold Second Place in the  
Super Premium Plus Category with every  
opportunity to become NUMBER ONE



# The Portfolio

## CORE

Lead with DRE



## PRESTIGE

Drive premium credentials and perception



**PRODUCT**

**RESERVA  
EXCLUSIVA 70CL**

**RESERVA  
EXCLUSIVA 1LTR**

**SINGLE  
VINTAGE**

**AMBASSADOR**

**STRATEGIC ROLE**

FLAGSHIP

TRAVEL  
EXCLUSIVE

BRAND  
CREDENTIALS

BRAND  
CREDENTIALS

**OCCASION**

INDULGENT

SPECIAL INDULGENT / GIFTING

**RSP**

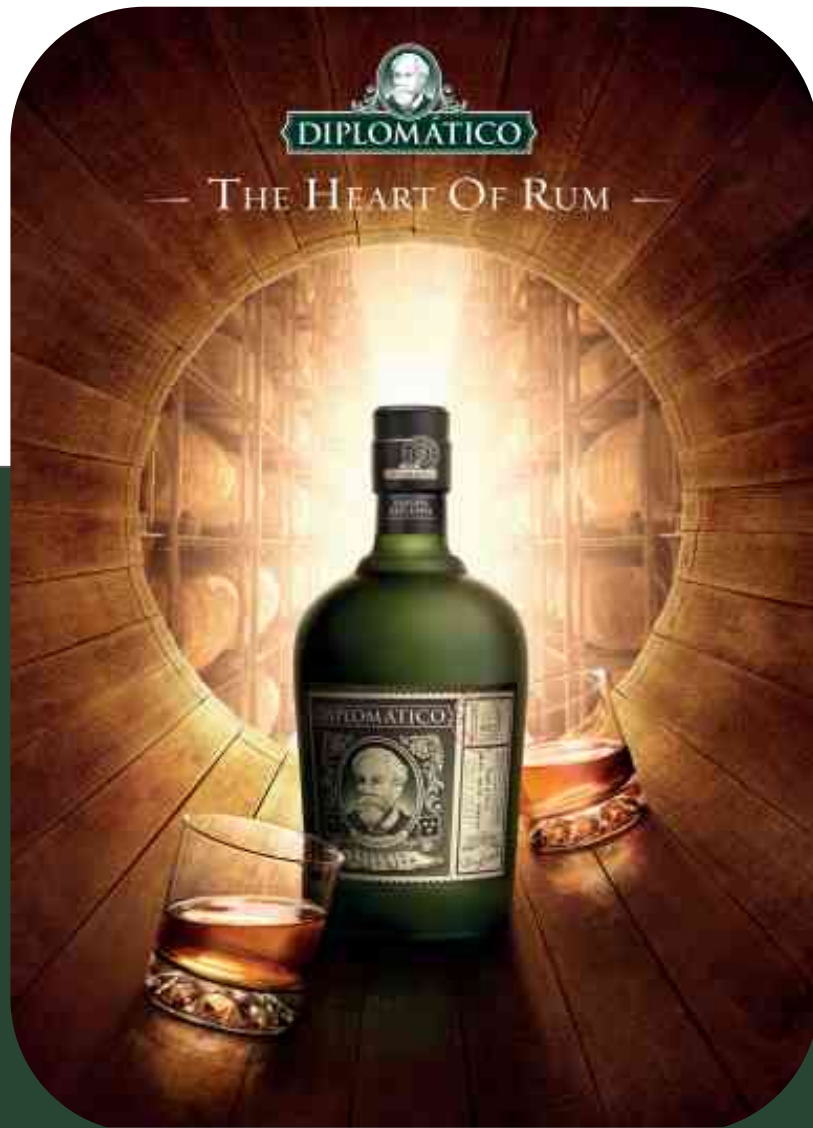
\$42 / €39

TBC

\$125 / €120

\$250 / €240

# The Range



## Diplomático Reserva Exclusiva

### The Craft

40% ABV

Distillation: Pot Stills, Batch Kettle, and Columns

Ageing: Aged in ex-bourbon, ex-single malt & new american oak barrels

Taste Profile:

Orange peel, toffee and licorice aromas give this refined rum a signature smooth taste.

The Serve: Neat or over ice. Alternatively, explore a sophisticated classic cocktail such as an Old Fashioned or a Manhattan