

INTRODUCING



DENIZEN

**NEW PLAYER
— IN THE —
RUM
CATEGORY
LIBERATES
— THE —
FLAVOR OF
OLD-WORLD RUM**

NEW YORK, NY – Rum today isn't what it used to be. Gone are some of the rich, full flavors – the *hogo*, as rum fanatics call it – that characterized old-world rums. In fact, today's bartenders believe that the modern white rum drinker does not know what rum *really* tastes like. Enter Denizen Rum, a new premium white rum that brings back the rums of yore. To achieve its fuller flavor, one that is never lost even against the most complex of cocktail ingredients – Denizen Rum looked to the countries of Trinidad, Jamaica and Holland.

Denizen starts with aged and fresh charcoal-filtered Trinidadian rum from the Angostura distillery, where they are column-distilled and aged up to five years in small bourbon oak barrels. Next, 15 types of Jamaican pot-distilled rums are added and blended in Amsterdam where rum blending has been taking place since the early 1700s, when the Netherlands colonized much of the Caribbean.

The result is a crystal clear white rum that has, to date, earned 93 points at the Ultimate Spirits Challenge where it was cited as “highly recommended” by a judging panel that included Dale DeGroff, Paul Pacult, Jim Meehan, Julie Reiner and David Wondrich. In addition, Denizen received a Gold Medal – Best Buy and 92 points at the International Review of Spirits Award.

MEDIA CONTACT:

Bullfrog & Baum, 212-255-6717
Amanda Hathaway, amanda@bullfrogandbaum.com
Marisa Morrison, marisa@bullfrogandbaum.com

APPEARANCE:

Crystal clear

NOSE:

Tropical floral and fruit notes (toasted coconut, mango and pineapple), green sugar cane aromas

PALATE:

Medium-to-full-bodied, grassy notes

FINISH:

Hints of vanilla and subtle woody flavors

Taking inspiration from the Latin word *Deintus*, meaning “from within,” Denizen Rum is named for the free-spirited world traveler who seeks out new experiences, and embodies liberation, rebellion and bravery. “This is a quality rum that is designed for the *every man* – the Denizen,” says Nicholas Pelis, Managing Director of Denizen Rum.

Produced by Citizen Spirits LLC, Denizen Rum (40% ABV; \$15.99; 750 ml) is available at top bars and spirit retailers throughout New York and nationwide via the online retailers DrinkUpNY.com and AstorWines.com. Denizen Rum is a Founding Member of Rum For All, an initiative aimed at spreading the message about rum's importance in history.

For more information, go to
www.denizenrum.com

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**NAME:**

Denizen Rum

PRODUCER:

Citizen Spirits, LLC

INTRODUCED:

February 2010 (New York market only)

DETAILS:

Aged and fresh charcoal-filtered, column-distilled Trinidadian rum from the Angostura distillery and trace amounts of 15 types of Jamaican pot-still rums are brought together and blended in Amsterdam by master blenders who have been handcrafting Caribbean-style rums for more than 300 years. The result is a crystal clear white rum aged up to five years with three dimensions of flavor reflecting longtime traditions in rum production that have been distilled out by mass-produced modern rums.

Inspired by the Latin word *Deintus* meaning “from within” and commonly used to describe free-spirited people who traveled the world in search of new experiences, Denizen Rum was developed as a spirit that embodies liberation, rebellion and bravery.

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TASTING NOTES:

Appearance: Crystal clear

Nose: Tropical floral and fruit notes (toasted coconut, mango and pineapple), green sugar cane aromas

Palate: Medium-to-full-bodied, grassy notes

Finish: Hints of vanilla and subtle woody flavors

ABV:

40% (80 proof)

BOTTLE SIZES:

750ml

SRP:

\$15.99 / 750ml

CASE SIZES:

6 x 750ml / case

WEBSITE:

www.denizenrum.com

AVAILABILITY:

www.drinkupny.com

www.astorwines.com



Beverage Testing Institute - Gold Medal - Best Buy; 92 points/Exceptional

"Robust aromas and flavors of caramelized nuts, vanilla bean and polished cedar with a supple medium-to-full body and a smooth mocha, cherry, grassy herb, and spice accented finish. Serious aged rum character in this white rum. Impressive!"

– *Beverage Testing Institute*

Ultimate Spirits Challenge - 93 points/Highly Recommended

"Keenly vibrant...long, gently sweet finish."

– *Paul Pacult, Dale DeGroof, Jim Meehan, Julie Reiner, David Wondrich*

International Review of Spirits Award - Gold Medal - Best Buy/92 points

"Impressive."

– *Edward Hamilton, "The Minister of Rum"*

"Silky, smooth with vanilla, white flowers and soft oak."

* 90 points (Outstanding)

– *Anthony Dias Blue, The Tasting Panel (January 2012)*

"Denizen Rum is a game changer for white rums!"

– *Kevin Gray, Cocktail Enthusiast (December 12, 2011)*

"The nose is fragrant and complex with great old-school Rum notes...Serve lightly chilled or elevate your favorite rum cocktails with this gem."

* 4 out of 5 Stars (Exceptional)

– *Sean Ludford, BevX.com (December 2011)*

"The aged Rum is beautiful, bright and crystal clear in appearance. Its nose is fruity, pure cane juice, pineapple, mango, sweet molasses and that great Rum funkiness...It's one of the best tasting rums I have tried in a long time."

– *Brian Means, CocktailGoGo (December 7, 2011)*

"A tropical aroma of bananas, pineapples, coconut and cooked fruit with some caramel and grassiness. The flavor is sweetly tropical with a hint of vanilla and a touch of grass. The mouthfeel is smooth and velvety."

– *Gregg Glaser, Modern Distillery Age (December 16, 2011)*

2012 Ultimate Cocktail Challenge - Mojito Finalist - 94 points/Highly Recommended

2012 Ultimate Cocktail Challenge - Daiquiri Finalist - 93 points/Highly Recommended

2011 New York International Spirits Competition - Silver Medal