

Bacardi introduces new rum innovation exclusive to GTR: SINGLE CANE ESTATE RUMS

By **Wendy Morley** on July, 9 2015 | Spirits & Tobacco





Taking a page from the world of whisky, Bacardi is introducing a whole new concept to the rum category, with the launch of their new SINGLE CANE ESTATE RUMS. This distinctive collection consists of premium, aged rums from exceptional sugar cane estates across the Americas. Each small batch has a unique expression that captures the essence of its home, much as single malt whiskies do.

Bacardi has its beginnings in rum, and the company is committed to leading the rum category to reach its rightful place in global travel retail (GTR), through growth and premiumization; while rum is the third largest spirits category, representing 12% of sales, its share of GTR sales is only 5%. As rum's answer to single malt whiskies, Bacardi's SINGLE CANE ESTATE RUMS are meant to help bring a higher profile to the category, aided by shopper education and communications.



Mike Birch, Managing Director, Bacardi Global Travel Retail, comments: “As the world leader in rum, Bacardi has a unique ability to drive rum category premiumization, the credibility to deliver new perceptions of the rum experience and the insight and innovation to create new categories within rum. Only 24% of current rum sales in global travel retail are high value compared to 76% of total spirits sales, and we are confident there’s a major opportunity in travel retail for this exciting and energetic category. SINGLE CANE ESTATE RUMS are a key component in Bacardi’s strategic drive to create category differentiation.”

The initial launch offers two variants: Worthy Park Estate, a warm amber rum distilled in small batches using sugar cane harvested from the heart of the Lluidas Vale, Jamaica, and Consuelo Estate from Dominican Republic, a smooth golden rum made from the juice of virgin sugar cane.