

# Tortuga cinches another win with new Kentucky Bourbon Butter Cake



Tortuga puts a new twist on an old favorite by introducing Kentucky Bourbon Butter Cakes

Caribbean-based Tortuga Rum Company Ltd (Tortuga), billed as ‘The World’s Best Rum Cake’, is taking its well-known treat to new heights with the addition of Kentucky bourbon.

After 35 years of owning up to its reputable tagline and acting on spirits market research and data, Tortuga made the bold decision to create a new cake with bourbon, one of the largest and fastest growing spirits in the nation. Tortuga’s Kentucky Bourbon Butter Cake is filled with smooth notes of sweet oak to compliment the cake recipe. Created with aged Kentucky straight bourbon, consumers’ taste buds will experience a unique flavorful taste profile with bold character.

After launching the Tortuga Rum Cake Bites earlier this year, Tortuga expanded its line of specialty “provenance” rum cakes with unique, illustrative packaging, featuring Tortuga Mexican Vanilla Rum Cake, Tortuga Mamajuana Rum Cake of the Dominican Republic and Tortuga Jamaican Rum Fruit Cake. By positioning Tortuga core offerings in the travel retail sector, it will continue to be top-of-mind for passengers globally and can provide consumers with iconic treasures that are ideal for gifting.

“Our Kentucky Bourbon Butter Cakes have the same core Tortuga elements, such as the hexagonal shape and gold foiled rope, but this unique packaging is representative of a bourbon wooden barrel.

Our logo changed color to resemble the charred wooden barrel and our secondary iconic gold, foiled rope was also moved in positioning to resemble one of the barrel's hoops," shared Natalia Garcia, Tortuga Rum Cake Company Senior Marketing and Business Development Manager.

Although the Kentucky Bourbon partnership cannot be disclosed, Garcia ensures it is created with only the finest high-quality ingredients, as are all of Tortuga's products.

Garcia said: "By preserving Tortuga's core values, we believe that not only will it be an interesting choice for our current consumers, but we will also appeal to millennial's and women, which are the new profiles of the average whiskey drinker."

Tortuga will sell the standard 4oz, 16oz and 32oz sized cakes on its website and at select retailers in the upcoming year. The Kentucky Bourbon Butter Cakes will be priced at a 10% premium price compared to the traditional range, due to the addition of aged Kentucky straight bourbon.

The company will continue to pay tribute to its deep Caribbean heritage-only this time with a Kentucky twist.