

Bounty

SAINT LUCIA
RUM



The Spirit of Saint Lucia



SAINT LUCIA

POPULATION 165,595

CAPITAL: CASTRIES

Part of the Lesser Antilles, Saint Lucia has been a sovereign island country since 1979. It is located N/NE of the island of Saint Vincent, NW of Barbados, and S of Martinique. It covers a land area of 238 square miles (smaller than NYC).

The official language is English but 95% of the population speaks Antillean Creole.

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BOUNTY, **"The Spirit of Saint Lucia"** was established in 1972 to commemorate the merging of the last two distilleries on the island, the Dennery Distillery and Roseau Bay Distillery, to form St. Lucia Distillers. It is now far and away the #1 rum sold in Saint Lucia, but has only recently been exported to the US for the first time.

BOUNTY rum is an authentic heritage rum representing the quality and value Saint Lucian's have come to expect when they are "enjoying the finer life."

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**BONSUCRO CERTIFIED
MOLASSES FROM DOMINICAN
REPUBLIC**

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COFFEY COLUMN STILL RUM

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**AGED TWO YEARS IN EX-
BOURBON BARREL**

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**AUTHENTIC RUM/NO SUGAR
ADDED**



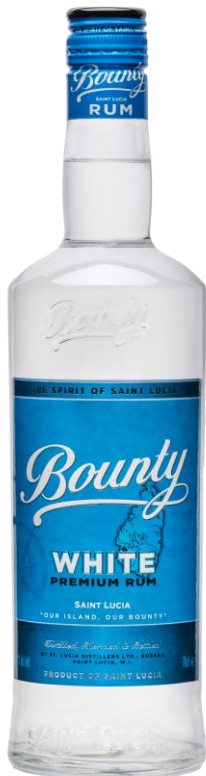
The Spirit of Saint Lucia

Vibrant and lively, the **BOUNTY** rum portfolio offers a diverse range of rums and flavored rum liqueurs – perfect in cocktails or enjoyed on their own. Bartenders all over the world turn to Bounty for their everyday mixing because of its affordable price, versatility, and brand heritage.



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The Bounty Portfolio



BOUNTY WHITE

BOUNTY premium white rum is clean and silky smooth, which makes for an ideal mixing rum. The rum has been aged 2 years to offer some soft wood complexities and rounded balance before it is filtered to remove the color.

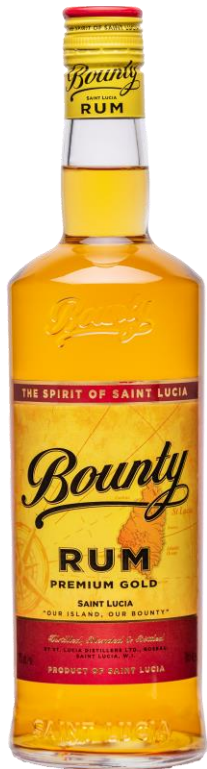
Rum Blend: 100% Column Still Rum, aged 2 years in ex-Bourbon casks. The wood colors are filtered after blending.

Tasting Notes: Clean with a fresh tropical citrus on the nose. The opening on the palate offers some sweetness which gives way to a mellow citrus character on the finish.

40% ABV
750mL UPC #: 786992000227
1000mL UPC #: 786992000234



The Bounty Portfolio



BOUNTY GOLD

As St. Lucia's most popular rum, the BOUNTY premium gold rum is famous for its wonderful light butterscotch aromas and candied fruit nose. The opening palate begins soft, with a rich raisin fruit and a hint of honey and vanilla spice from aging.

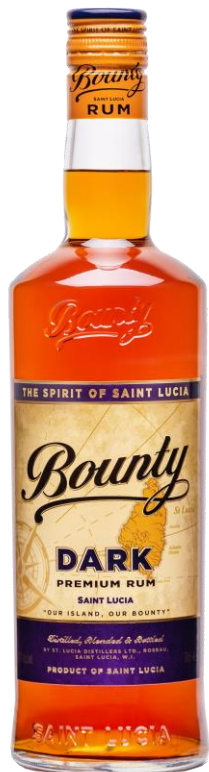
Rum Blend: 100% Column Still Rum, matured 2 years in ex-Bourbon casks.

Tasting Notes: Medium bodied with ripe sultana fruit, vanilla from the oak and a hint of spice. Good balance, clean, and with an enjoyable finish.

40% ABV
750mL UPC #: 786992000029
1000mL UPC #: 786992000036



The Bounty Portfolio



BOUNTY DARK

BOUNTY premium dark rum is lush and chewy from the extra body of the pot still rum. It is popular in tiki or other rum cocktails that yearn for more depth and character. Chocolate, Hazlenut, and toffee overlay on top of cinnamon and tobacco leading to caramelized sugar and brown butter on the finish.

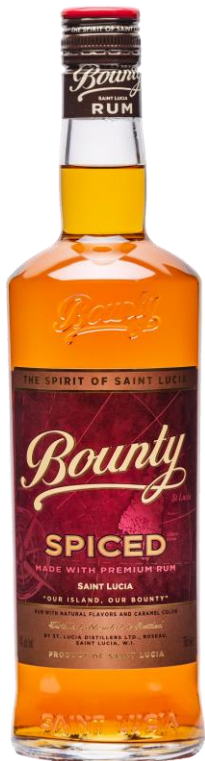
Rum Blend: a unique blend of column still rum, matured 3 years in ex-Bourbon casks and 6 year old pot still rum aged in ex-Bourbon casks

Tasting Notes: The added aged pot still rum delivers a punchy character that mixes with a velvety body, and a long smooth finish and radiant splendor of a dark rum. Handsome dark chocolate with a hint of burnt coconut, and a toffee-like sweetness on the way to a rich spicy finish.

43% ABV
750mL UPC #: 786992211616
1000mL UPC #: 786992211685

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BOUNTY SPICED

Following the long tradition of Saint Lucian spiced rum, BOUNTY SPICED is an infusion of vanilla and cinnamon with macerated richeria grandis bark, locally known as “Bois Bande.” It is claimed that the bark has potent aphrodisiac qualities and gives any rum an exotic and authentic “lucian” spiced rum experience.

Rum Blend: 100% Column Still Rum, matured 2 years in ex-Bourbon casks

Tasting Notes: Sweet spiced nose with vanilla, nutmeg and cinnamon. Ripe honeyed raisin fruit with an explosion of vanilla and nutmeg on the palate. Fresh natural flavours - no artificiality - a unique spiced rum.

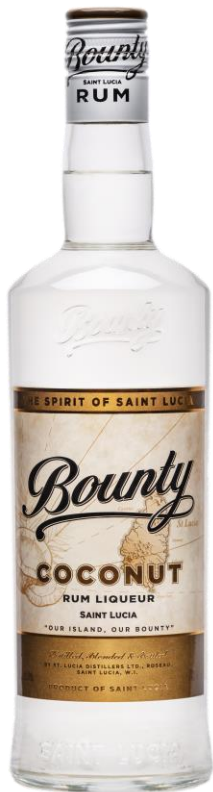
40% ABV

750mL UPC #: 786992000265

1000mL UPC #: 786992211548

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BOUNTY COCONUT

One top of the Bounty white rum, coconut extracts and sugars are macerated with the rum at high strength. The rum is then diluted with distilled water and sugar to create BOUNTY Coconut

Rum Blend: 100% Column Still Rum

Tasting Notes: Wonderful and refreshingly smooth mouth feel with warm luscious warm coconut and fresh tropical fruit flavor. BOUNTY COCONUT is excellent with club soda and lime, or is an excellent base for mixing long drinks with fresh fruit.

25% ABV
750mL UPC #: 786992211197
1000mL UPC #: 78699221203

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