

THE
EQUIANO
RUM CO

CATEGORY & CONSUMER INSIGHT

IN 2022 REVENUE IN THE RUM SEGMENT AMOUNTS TO USD \$1.08 BILLION IN THE UK. THE MARKET IS EXPECTED TO GROW ANNUALLY BY 18% (CAGR 2022-2025)

STATISTA

87% OF CONSUMERS SAID THEY WOULD BE WILLING TO BUY A PRODUCT BASED ON A COMPANY'S ADVOCACY CONCERNING A SOCIAL MATTER

Equiano is the perfect product to partner with when building a strong ethical reputation.

FORBES

FOUR COMPELLING REASONS

- 1. IAN BURRELL INTRODUCES THE WORLD'S FIRST AFRICAN & CARIBBEAN RUM**
It is a collaboration between two unique distilleries on two different continents, marrying the best from both the Eastern and Western hemisphere, to create a multi award winning liquid that brings something new to a centuries old category.
- 2. BLENDED BY 'IWSC' & 'ISC' RUM PRODUCER OF THE YEAR, RICHARD SEALE**
Equiano's distinct liquids come from the world class Gray's Distillery & the multi-award winning Foursquare Distillery in Barbados. Equiano Original is tropically aged for 8-11 years in ex-bourbon and ex-cognac barrels creating a rum that is simply like no other. Equiano Light is refreshingly unique, it is an exceptional blend of lightly aged molasses rum from Foursquare in the Caribbean, fused with fresh sugar cane juice rum from Gray's in Africa.
- 3. COMPLETELY UNCOMPROMISED, 100% NATURAL RUM**
With no spices, no additives, no flavourings and certainly no added sugar, the liquid is rich and deep in flavours that come from the barrels it tropically matures in.
- 4. AN INSPIRATIONAL BRAND WITH PHILANTHROPY AT ITS HEART**
The brand is named after Olaudah Equiano, an African born writer, entrepreneur, abolitionist and freedom fighter, who liberated himself through selling rum. The Equiano Rum Co. proudly grants 5% of company profits and £2 from every bottle sold on their website to ground level Freedom + Equality projects.

PRODUCT INFO EQUIANO ORIGINAL

LIMITED BATCH
43% ABV
AVAILABLE IN 700ML
6 BOTTLES PER CASE / 105 CASES PER PALLET
INDIVIDUAL BOTTLE RSP: £54.95
EX WORKS: £17.75

PRODUCT INFO EQUIANO LIGHT

MOLASSES & FRESH SUGAR CANE JUICE RUM
43% ABV
AVAILABLE IN 700ML
6 BOTTLES TO A CASE / 105 CASES PER PALLET
INDIVIDUAL BOTTLE RSP: £39.95
EX WORKS: £11.10

ORDER COLLECTIONS FROM EITHER OF OUR BONDED WAREHOUSES,
AMSTERDAM WAREHOUSE COMPANY IN THE NETHERLANDS OR LONDON CITY BOND IN THE UK

TASTING NOTES WRITTEN BY IAN BURRELL

EQUIANO ORIGINAL

ON THE NOSE

Rich notes of dried fruits such as raisins and sultanas combine with sweet toffee & butterscotch.

ON THE PALATE

Equiano delivers all the natural sweet notes of an exceptionally well-aged rum tropically matured in ex-bourbon & ex-cognac casks.

TO FINISH

Equiano is a naturally sweet rum with no added sugar or spices, it has a medium to sweet ending with touches oak, anise & sweet pepper.

EQUIANO LIGHT

ON THE NOSE

A harmonious balance of fresh sugarcane with hints of vanilla & dried light oak.

ON THE PALATE

The experience is light bodied with the natural, subtle sweetness of exotic fruits.

TO FINISH

The initial sweetness quickly dries off leaving citrus peel, touches of vanilla, white pepper and sweet spices.

WHAT PEOPLE SAY ABOUT US

'OUTSTANDING QUALITY'
DIFFORDS GUIDE

'HAILED FOR ITS PURIST APPROACH TO RUM MAKING AND IT'S PHILANTHROPIC ASPIRATIONS'
THE SPECTATOR

'THIS VOLUPTUOUS SPIRIT MANAGES TO BE INDULGENT WITHOUT BEING SICKLY - A MOREISH FEAST'
FINANCIAL TIMES

'ONE TO SIP & SAVOUR'
THE INDEPENDENT

'POUR SOME OVER A LARGE ICE CUBE AND ENJOY THE BURSTS OF BROWN SUGAR, BANANA, AND TOASTED OAK THAT LEAP FORTH'
ESQUIRE

'A FIRST-OF-ITS-KIND RUM'
FORBES

