

A WORLD'S FIRST FOR THE RUM CATEGORY

A BLEND OF PREMIUM RUM FROM AFRICA AND THE CARIBBEAN

100% natural molasses rum from Africa and the Caribbean making Equiano Rum a world's first. Equiano team includes Rum ambassador Ian Burrell, Richard Seale of Foursquare Distillery and more.

The team behind the triple award-winning Equiano Rum are on a mission to redefine a four- century- old industry by creating unique blends of rum from around the world. Equiano is a never seen before blend of two cultures, two distilleries and two islands making it a perfect collaboration of east and west. The premium dark rum offers something entirely new to the category, quite simply this is a first.

RRP £49.95 - Bottle size: 50ml, 700ml, 750ml - 43% ABV

Equiano is launching on Wednesday the 23rd October via their website where you can pre order the first limited batch of Equiano. For more information visit equianorum.com.

THE
EQUIANO
RUM CO



EQUIANO IS A TRUE RUM

A true rum with no additives, no added sugar, spices or colourants making it 100% natural. The premium liquid is a blend of tropically-aged molasses rums from the multi-award- winning Bajan producer, Foursquare, with high-quality new-world liquid distilled in Mauritius at Gray's Distillery. Making Equiano the first rum made from two distilleries, on two different continents, a combination which creates an exquisite, modern and matured rum.

Perfect for mixing, sipping and savouring. On the nose, it delivers tropical warmth alongside notes of dried fruits such as raisins combined with sweet toffee, butterscotch and caramel. To taste, Equiano delivers its natural sweetness alongside a well-aged rum from a mix of Cognac and American white oak ex-bourbon casks. Equiano finishes on a medium sweet note with touches of oak, anise, sweet pepper and a hint of bitter orange peel.

As rum sales have reportedly risen beyond the £1 billion mark, Equiano is set to lead revitalisation across premium liquids within the category, having been widely decorated already by the rum industry. Equiano has won three prestigious awards, gold at the International Wine & Spirit Awards, gold again at Spirits Selection and silver (over 90 points) at International Spirits Challenge, making the liquid one of the best 5-10 year aged rums in the world today.

Named after the Nigerian born writer, abolitionist, traveller and freedom fighter Olaudah Equiano, the natural dark rum follows the extraordinary and monumental journey of Olaudah himself. Starting its life in Africa, travelling to the Caribbean and landing in the UK, blending tropically-aged Molasses rums with high-quality new-world liquid to create the world's first Afro-Caribbean Rum.

As an industry first, a percentage of profits from every bottle sold will go to a chosen equality- focused charity each year.



The highly respected Global Rum Ambassador, Ian Burrell has worked with master distiller Richard Seale of Foursquare to create a smooth, rich liquid that blends the flavours and characters of the Eastern and Western hemispheres.

Ian Burrell says of the newly launched Equiano

"Premium Rum is on the rise, and more importantly the consumer that wanted quality is demanding clarity, authenticity and intrinsic value in their rum. Equiano is a new style of rum. One that combines two rum cultures. African and the Caribbean. An unadulterated rum that is best appreciated the way YOU like to drink your spirits. Neat, on the rocks, with your favourite mixer or in a cocktail, this is a rum that you'll enjoy and then share."

Richard Seale of Foursquare says

"Equiano is a first for a centuries-old craft, we have created an entirely unique blend through a collaboration between two rum distilleries on two different continents."



EDITORS NOTES

Barbados

Foursquare Rum Distillery is wholly owned by the Seale family and is thus one of the few remaining independent family-owned producers in the Caribbean. The distillery exports RL Seale 10-Year-old, the Foursquare exceptional cask series, the Doorly's range of fine rums and a partnered collaboration with The Real McCoy Rum and now the World's first Afro-Caribbean rum, Equiano. The Distillery has been the International Spirits Challenge (ISC) Rum Producer of the Year four times, in 2016 through 2019 and the International Wine & Spirits Competition (IWSC) Rum Producer of the Year twice, in 2016 and 2018.

Mauritius

Gray's Distillery is a member of the Terra Group and a pioneer of distillation in Mauritius. The sugar cane harvest starts in June, every year. From Terra, covering over 17,500 acres, only the finest cane from the best plots of the domaine is selected to seize the essential element in the concoction of their traditional molasses rum. Benefiting from experts' input, natural flavours resulting from the distillation, collected from the 52 distillation column trays, will produce the best rums from the African continent. Oak barrels from the Limousin, France, and Cognac cask will then do their work, slowly and patiently ageing rum, which will give Equiano all its flavour, softness, and its distinctive amber tan.

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EQUILANO



AFRO-CARIBBEAN RUM

THE

EQUILANO

RUM CO

A JOURNEY OF DISCOVERY

43%
VOL

70
CL

COMPLETELY UNCOMPROMISED, 100% NATURAL MOLASSES RUM.
AGED FOR A MINIMUM OF 8 YEARS IN THE TROPICAL CLIMATES OF
AFRICA AND THE CARIBBEAN, MARRIED AND FINISHED IN
EX-BOURBON CASKS