



PEACE, FREEDOM & HARMONY



www.pinkpigeonrum.com

Uniquely, we add handpicked vanilla from orchids that grow in the rain forest canopy of Madagascar and the rich volcanic soil of the Reunion Islands. This 'black gold' helps to give our rum a rich and creamy mouthfeel making it ideal for luxurious cocktails such as Daiquiris and Mojitos, as well as a delicious chilled shot when garnished with orange zest.



THE QUINTESSENTIAL TASTE OF MAURITIUS

TO: THOSE IN THE KNOW

The Pink Pigeon is a unique, single-estate rum from the Island of Mauritius that is stylish, provocative and exquisite to drink—the essential part of an exclusive night out.

Pink Pigeon is the super-premium Mauritian Rum handcrafted on the Medine Sugar Estate within the tropical island of Mauritius—the jewel of the Indian Ocean.

Although complex in flavor, Pink Pigeon is easy to drink, distilled with the purest of spirit and the addition of the world's finest natural vanilla.

It is named after a pigeon that—like the rum—is only to be found on Mauritius. Once endangered this stunning pink quirk of nature now flourishes again in the island's lush fauna. In flight it symbolizes peace, freedom and harmony, and along with its rarity, shares these qualities with the brand.

The bottle and packaging's irreverent tone reflect the rum's aspirational positioning. The most enticing new spirit to land in the US, Pink Pigeon is an affordable luxury with unparalleled style. It is the hottest new ingredient to update classic rum cocktails, create simple rum drinks and to inspire contemporary new cocktail creations.

“Pink Pigeon Rum is the embodiment of all that is good from our tropical paradise”

**ALAIN CHATEL, MASTER BLENDER
MEDINE ESTATE, MAURITIUS**

PINK PIGEON BELIEFS

PEACE. FREEDOM. HARMONY.



PEACE: This reflects the laid-back, chilled out part of our personality; the live-for-today way of being that makes us Mauritian.



FREEDOM: We believe that everyone has the right to a good time and to bold self-expression, so long as they do it with style and verve.



HARMONY: We love having a good time with friends and believe that life is better when you find the right harmony of people, elements in a night out, and ingredients in a cocktail.

TASTING NOTES

Appearance: Rich, golden
Bouquet: Sweet, vanilla, delicate
Palate: Long, complex with balanced sweetness

DISTRIBUTION

The Pink Pigeon can be found only in the most exclusive clubs, bars and hotels in the most fashionable cities of the world including London, Cape Town, San Francisco and Los Angeles

FORMAT AND PACK

40% ABV
750ml bottles
6 bottle case

PRICE POINT

USA suggested retail selling price \$34.99

CONSUMER

Modern premium spirits consumer who enjoys cocktails and mixed drinks made with the finest quality ingredients

COMPETITIVE SET

Top quality premium spirits for example Grey Goose, Patron and Chivas Regal



A SPIRIT DRINK OF MAURITIAN RUM
BLENDED WITH VANILLA & OTHER NATURAL FLAVOURS

Alain R. Chatel
ALAIN CHATEL MASTER BLENDER

750ml 40%vol

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