

DENIZEN RUM

Brand Story: Denizen offers award-winning, historically-inspired rum made by blending the rum from various islands to create blends that recreate the styles used in classic tiki cocktails. A minimum of three different styles is used in each expression to achieve maximum complexity and flavor.

Blended in collaboration with E&A Scheer, which is based in Amsterdam with a history going back to 1712 when the company was part of the Dutch West Indies Trading Company.



GOLD MEDAL Beverage Testing Institute
94 POINTS Ultimate Spirits Challenge



FINALIST Ultimate Spirits Challenge
94 POINTS Ultimate Spirits Challenge



94 POINTS Ultimate Spirits Challenge
97 POINTS Tastings.com
93 POINTS Wine Enthusiast Top 100 Spirits

| | Aged White Rum | Vatted Dark Rum | Merchant's Reserve Rum |
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| Key Taste Profile Differentiator | Clean medium-to-full-bodied flavor including pineapple, banana, and fresh sugar cane with a long subtle woody and light vanilla and tropical passion fruit finish. | Sweet, brown sugar crusted peach and star fruit with flavors of green plantain that are strong throughout the baking spice flecked finish. | Bright fruity caramel flavors balanced by earthy, grassy notes and long spicy finish. |
| Message | A blend of the finest small batch rums from the famed Angostura distillery and includes rums that have been aged up to five years making it one of the oldest white rums on the market | A Demerara dark rum blended in the old vatted style bursting with the intoxicating flavors and with a bright vegetal Martinique backbone | First Historically Accurate Mai Tai Rum to Be Sold Commercially, created to be the ultimate go-to rum for tiki-style drinks with a versatile flavor profile and age. |
| Occasion/Serves | Mojitos, Daiquiris or Pina Coladas | Cocktails, Sipped neat, w/Cola, Alt for Whiskey in cocktails | Mai Tai, Tiki Cocktails |
| Source of Business | White Rum | Dark Rum & Whiskey | Dark & Aged Rums & Whiskey |
| Reason to Believe | White rum with rich flavor | Diverse origins create unique flavor profiles | Blend of three 8 YO rums |