



# DENIZEN BRAND OVERVIEW

MAY 2020



# Denizen Brand Story

Inspired by the Latin word Deintus meaning “from within” and commonly used to describe free-spirited people who traveled the world in search of new experiences, Denizen was developed with the vision to recreate a premium old-school rum with character that brings back the rums of yore - **To FREE THE FLAVOR!**

Denizen offers award-winning, historically-inspired rum made by blending the rum from various islands to craft a spirit that recreates what was used in classic tiki cocktails. Denizen uses a minimum of three different rums in each of its expressions in order to achieve maximum complexity and flavor.

Denizen is produced in collaboration with E&A Scheer, one of the world's leading rum importers and blenders. Based in Amsterdam, the company has a history reaching back to 1712, when they were part of the Dutch West Indies Trading Company.





# DENIZEN | AGED WHITE RUM



## ONE OF THE OLDEST PREMIUM WHITE RUMS ON THE MARKET

The crystal-clear rums in the final blend include charcoal filtered, aged rum from Trinidad that has been distilled in continuous column stills. The rum is then aged for up to five years in small American oak bourbon barrels to impart a rich and refined flavor. A small component of three-year old Trinidadian rum has been combined with three-year old Jamaican pot still rum, giving the finished product three dimensions of flavor, which is uncommon in most mixing rums.

## THE BLEND

- 60% Angostura / Trinidad Distillers: 5 Year Aged Column Distilled Trinidad Rum (Spicy, Vanilla, Smooth)
- 20% Angostura / Trinidad Distillers: 3 Year Aged Column Distilled Trinidad Rum (Earthy, Bitter, Complex)
- 20% Hampden Estates Distillery: 3 Year Aged High Ester Jamaican Pot Distilled Rum (Heavy, Floral, Funky)

*All rums are aged in small, once-used ex-Bourbon American Oak barrels*

**NOSE:** Tropical floral and fruit notes (toasted coconut, mango and pineapple), green sugar cane aromas

**PALATE:** Clean medium-to-full-bodied flavor including pineapple, banana, and fresh sugar cane

**FINISH:** Long finish with hints of vanilla, subtle woody flavors, and light tropical passion fruit

**ABV:** 40%

**PACK & PRICE:** 750ml Packed in 6. Suggested Retail \$19.99

## ACCOLADES

- 94 POINTS “Excellent Highly Recommended” | Ultimate Spirits Challenge - 2018
- Double Gold, Best of Show Rum | WSWA - 2018
- “GREAT VALUE” | Ultimate Spirits Challenge – 2012



## SIGNATURE SERVE



### Classic Daiquiri

2 oz Denizen Aged White Rum

$\frac{3}{4}$  oz simple syrup\*

$\frac{3}{4}$  oz lime juice

Place all ingredients in a mixing tin and shake with ice. Strain into a chilled cocktail glass. Garnish with a lime wedge

*\*To prepare simple syrup: Mix 2 parts sugar with 1 part water. Heat until sugar dissolves and let cool*



# DENIZEN | VATTED DARK RUM



## VATTED STYLE RUM FROM GUYANA

An homage to the courageous slaves who rebelled against their British colonists in Guyana, August 18th, 1823. Denizen Vatted Dark Rum embodies the liberated spirit which is the essence of the Denizen brand. A blend of full-bodied dark rum from Guyana and fresh unaged rum agricole from the island of Martinique at the La Favorite Distillery. Distilled from a collection of antique multi-column and wooden pot stills among the oldest in use today in Guyana. Fashioned in the old vatted style originally formulated for the British Navy in the mid-18th century.

## BLEND

- 80% blend is from Guyana, home to sugar cane of unparalleled quality and taste.
  - 25% rum aged between 2-5 years distilled from a rare four-column French Savalle still and Wooden Coffey stills. Aged in ex-Bourbon Barrels
  - 25% unaged rum distilled from double wooden pot still.
  - 50% dark unaged pot still rum distilled from a double wooden pot still.
- 20% of the blend consists of fresh rum agricole from the island of Martinique.

**NOSE:** Incredibly floral aromas encapsulate tropical fruit and some earthier elements in the nose.

**PALATE:** It opens up sweet in the mouth, with brown sugar crusted peach and star fruit. Flavors of green plantain are strong throughout the baking spice flecked finish.

**ABV:** 50%

**PACK & PRICE:** 750ml Packed in 6. Suggested Retail \$29.99

**ACCOLADES:** 94 Points Excellent, Highly Recommended | 2018 Ultimate Spirits Challenge



## SIGNATURE SERVE



## After Dusk

2 oz. Denizen Vatted Dark Rum  
1 oz Lemon juice  
1 oz Orange Vanilla Simple Syrup\*

Shake and serve over a big rock with a star anise

*\* Orange Vanilla Simple Syrup: Mix ½ cup sugar with ½ cup water, and 1 tsp Vanilla extract and heat until sugar dissolves. Add juice from an orange to taste*



# DENIZEN | MERCHANT'S RESERVE



## NAMED AFTER DUTCH RUM MERCHANTS

Centuries ago, when the merchants of Amsterdam sailed home from their long, arduous journey through the Caribbean trade routes, they discovered that barrels of rum on their ships took on a richer flavor and aroma from what they had tasted at the onset. These Dutch merchants, after which Denizen' Merchant's Reserve is named, began to experiment with blending these aged Caribbean rums and the most special blends were reserved for the finest batches they sold throughout Europe.

## THE BLEND

- 60% Worthy Park Estates & New Yarmouth Distilleries : 8 Year Jamaican Pot Distilled Rum (Spicy, Vanilla, Smooth)
- 20% Hampden Estates & Clarendon Distilleries: 8 Year High Ester Jamaican Pot Distilled Rum (Earthy, Grassy, Complex)
- 20% Sucrierie-Distillerie Le Galion Martinique: 8 Year High Ester Molasses Pot Distilled Rhum Grande Arome (Heavy, Floral, Funky) - The only high ester molasses-based distillate produced in Martinique
- *All three rums used in the blend have been slow fermented using the finest slow working yeasts, extending the fermentation time up to two weeks, allowing the high ester flavor compounds to fully develop. Additionally, all three are aged 8 years in small 200 liter once-used ex-Bourbon American Oak barrels.*

**NOSE:** Intensely aromatic

**PALATE:** A refined taste profile revealing bright fruity caramel flavors balanced by earthy, grassy notes

**FINISH:** Long and spicy finish

**ABV:** 43%

**PACK & PRICE:** 750ml Packed in 6. Suggested Retail \$34.99

## ACCOLADES:

93 Points | Wine Enthusiast Top 100 Spirits 2019

96 Points | Beverage Testing Institute – 2018

Gold | WSWA - 2018



## SIGNATURE SERVE



### Mai Tai

2 oz Denizen Merchant's Reserve

1 oz fresh lime juice

½ oz orange curacao

¼ oz simple syrup (2:1 sugar and water)

¼ oz orgeat syrup

Combine all ingredients into a shaker, add 2 cups of crushed ice, and shake for 10 seconds. Pour unstrained into double rocks glass. Garnish with maraschino cherries.

### FIRST HISTORICALLY ACCORATE MAI TAI RUM

This tradition of blending aged rum for complexity eventually found its way to the eponymous Tiki bars of mid-20th century America where proprietary rum blends were secrets taken to the grave. Paying homage to the artisan rums crafted by these pioneering merchants, Denizen Merchant's Reserve is a superior blend of 8-year-old plummer style Jamaican pot still rum and a rare component of Rhum Grande Arôme from the Le Galion distillery on Martinique. According to respected rum cocktail historians, these two styles of rum were blended together by Trader Vic Bergeron in his original 1944 Mai Tai recipe. Le Galion is the lone distillery in Martinique still producing the unique molasses based Rhum Grande Arôme used in our blend, giving Denizen Merchant's Reserve the distinction of being the first historically accurate Mai Tai rum to be sold commercially.



# 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
<b>Key Taste Profile Differentiator</b>	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.
<b>Message</b>	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.
<b>Occasion/Serves</b>	Mojitos, Daiquiris or Pina Coladas	Cocktails, Sipped neat, w/Cola, Alt for Whiskey in cocktails	Mai Tai, Tiki Cocktails
<b>Source of Business</b>	White Rum	Dark Rum & Whiskey	Dark & Aged Rums & Whiskey
<b>Reason to Believe</b>	White rum with rich flavor	Diverse origins create unique flavor profiles	Blend of three 8 YO rums

# RUM WHEEL

RON/RUM/RHUM

**GENIZEN**  
\* RUM \*



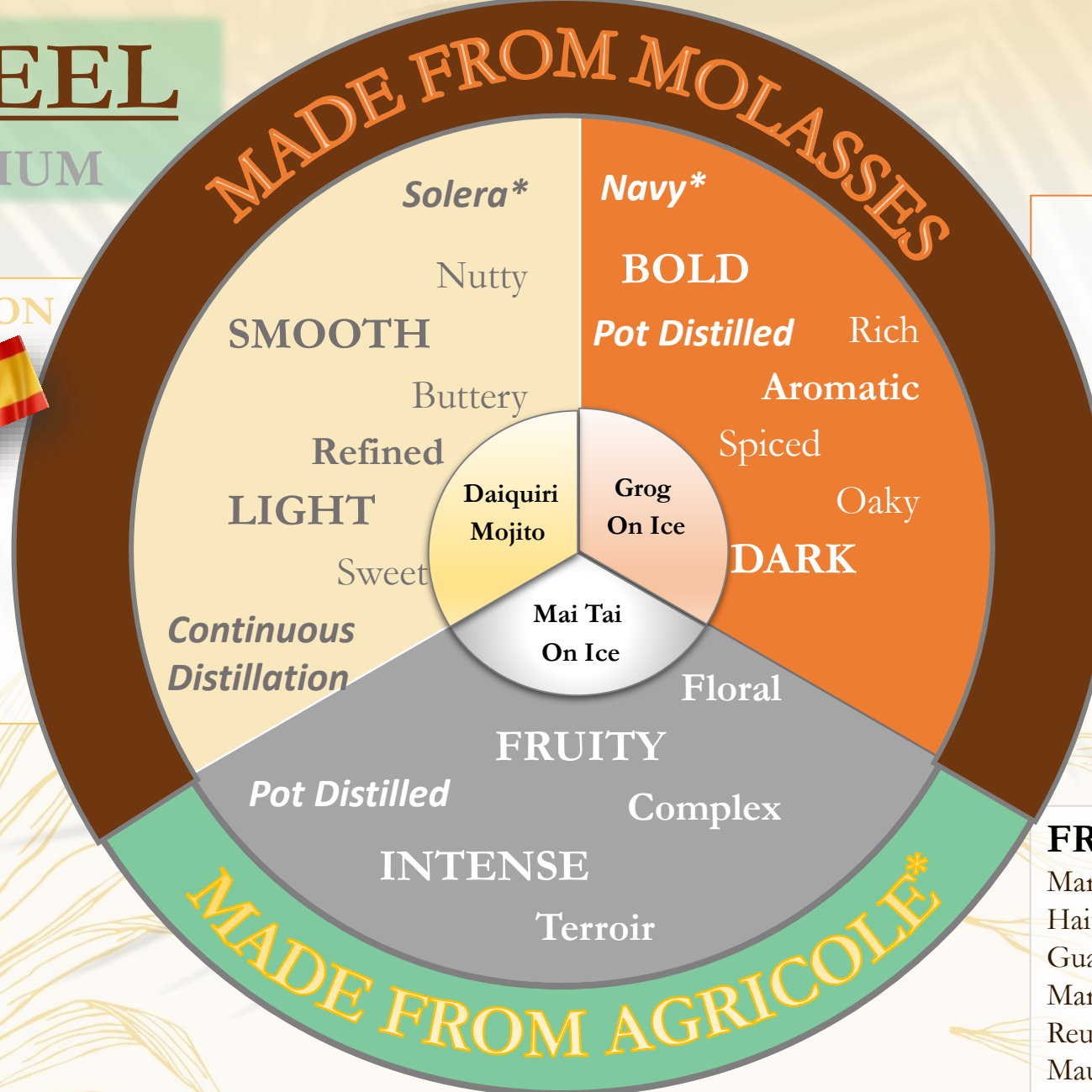
## ENGLISH / RUM

Jamaica  
Barbados  
Trinidad & Tobago  
Virgin Islands  
West Indies  
St. Lucia  
Guyana  
Bermuda  
St. Croix



## FRENCH / RHUM

Martinique – AOC\*  
Haiti  
Guadeloupe  
Marie-Galante  
Reunion  
Mauritius



## SPANISH / RON

Cuba  
Puerto Rico  
Venezuela  
Guatemala  
Nicaragua  
Panama  
Columbia  
Peru  
Costa Rica  
Ecuador



\*Solera: To replace rum lost by Angel's share with new and younger rums (same process followed by Sherry)

\*Navy Strength: The British Royal Navy historically received rations of a 114.3 proof and higher rum to test gunpowder. This style of rum is typically a blend of aged rums, that have higher proof and bold flavor

\*Rhum Agricole: Rhum Agricole is produced from freshly pressed cane juice instead of molasses. (If molasses is used, the spirit is called rhum industrielle or rhum grande arôme).

\*AOC: Martinique has an Appellation d'origine contrôlée (AOC) status for its Rhum Agricole.