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INTRODUCING: **BANKS 5 ISLAND RUM**

*The First-Ever Blended White Rum Representing Eastern and Western
Rum-Producing Countries Hits U.S. Shores*

NEW YORK (June 2011) – The rum category comprises a wide array of distinctive styles, each generally reflecting the island of origin: From the rich black strap molasses of Trinidad’s rums, to the spice of those from Java, to the earthiness of Guyana’s rums, this cane and molasses-based distillate has many characteristics. One such characteristic is that no producer has blended both Eastern and Western rums together. Until now. With the recent introduction of **Banks 5 Island Rum**, rum enthusiasts can discover the world of rum in one sip thanks to a blend of more than 21 rums from five distinct countries – Trinidad, Jamaica, Guyana, Barbados and Java.

Inspired by the travels and discoveries of legendary 18th-century British explorer and botanist Sir Joseph Banks, Banks 5 Island Rum is blended according to a secret formula developed by Master Blender Arnaud de Trabuc, whose experience as president of Angostura, France and of cognac producer Thomas Hine & Company, as well as former managing director of the Caribbean region for Premier Wines & Spirits, gave him the unique ability to source rums from otherwise-competing islands. Awarded 96 points and the Chairman’s Trophy in the Ultimate Cocktail Challenge, the flavorful, dry white rum has been described as “Extraordinary, ultimate recommendation” by a judging panel that included spirits specialists Dale DeGroff, Steve Olsen, Paul Pacult, Gary Regan, Audrey Saunders and David Wondrich, and as “An intriguing, intense white rum” by Wayne Curtis, author of *And a Bottle of Rum* (Three Rivers Press; 2006).

For this original blend, which combines pot-stilled and column-distilled rums, Trabuc married light Trinidadian rum with complex Jamaican rum, earthy Guyanese rum, flavorful Barbados rum and utterly unique Indonesian Batavia arrack to create a dry white rum comprised of layered flavors:

Appearance:	Clear, star bright with a metallic shimmer
Nose:	Ripe green melon, banana, white chocolate, pink peppercorn, coconut cream, white peach, tangerine peel and rubber
Palate:	Medium-bodied, lean and sharp: the tropical fruit fades to green tea, fresh-cut grass, basil and green apple
Finish:	Bone dry, grassy, earthy notes persist

While Trabuc feels, “It’s a pity to mix this rum, but a shame not to,” top New York mixologist and Banks’ Senior Advisor, Jim Meehan, offers a selection of cocktails including *Kew Garden*, made with Banks, fresh lime juice, simple syrup, St. Germain Elderflower Liqueur, mint leaves, cucumber slices and club soda; the name is a nod to England’s Royal Botanical Gardens, which Sir Joseph Banks helped to shape into an international center for botany.

To house this revolutionary rum, London-based design firm Design Bridge created a bespoke aquiline bottle inspired by the sleek lines of modern yachts. Handwritten script, a regal purple label and the tall slender bottle underscores Banks 5 Island Rum’s historic and modern character while further setting it apart from its peers.

Produced by Joseph Banks Rums Corporation and distributed by Winebow, Banks 5 Island Rum (43% ABV; 1L, 750ml, 100ml) is available at top bars and restaurants in New York, Washington D.C., Chicago, Boston, San Francisco, Los Angeles, Milwaukee, Las Vegas, Miami and Atlanta, and fine spirit retailers for the suggested retail price of \$27.99; www.banksrum.com.

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