



PROXIMO



2026

PORTFOLIO MANAGEMENT

Premium Brands



PROXIMO

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HOME OF INNOVATIVE SPIRITS

Proximo is a premium spirits importer based in Jersey City, New Jersey. With just over eighteen years of business, the company's portfolio has already grown to more than 22 premium brands including: Jose Cuervo® Tequila; Reserva de la Familia® Tequila; 1800® Tequila; Gran Centenario® Tequila; Dobel® Tequila; Gran Coramino® Tequila; JAJA® Tequila; 400 Conejos® Mezcal; Creyente® Mezcal; Bushmills® Irish Whiskey; Proper No. Twelve® Irish Whiskey; Pendleton® Whisky; TINCUP® Mountain Whiskey; Stranahan's® American Single Malt Whiskey; Great Jones® Whiskey; Black Dirt® Apple Jack Brandy; Three Olives® Vodka; Hangar 1® Vodka; The Kraken® Rum; Matusalem® Rum and Boodles® British Gin.

Proximo, translated as "next" in Spanish, is the next major producer of innovative spirits marketing and new product development. The company continues to develop strong relationships with distributor partners in the U.S. and internationally, while accelerating the growth of its high-profile portfolio of award-winning, premium brands.



A GUY WALKS INTO A BAR...

In the crowded and hyper-competitive spirits market, each of our brands needs a few simple “reasons to believe” for distributors, retailers, bartenders and consumers alike.

There are three key points of differentiation for Proximo’s brands.

THREE REASONS TO BELIEVE

1.CREATE DESIRE

...HISTORY AND UNIQUE PERSPECTIVE

2.TELL A STORY

...THE BOTTLE PITCH

3.DELIGHT THE SENSES

...FLAVOR AND THE PERFECT SERVE

Brand pitches included are: Jose Cuervo Especial® Gold and Silver; Cuervo Devil’s Reserve™; Cuervo Tradicional® Blanco, Reposado, Añejo and Cristalino; Reserva de la Familia® Platino, Reposado, Cristalino and Extra Añejo; Authentic Jose Cuervo Margaritas®, Jose Cuervo Golden Margarita®, Jose Cuervo® Sparkling Cocktails and Classic Margarita; Jose Cuervo® 250 Aniversario; 1800® Blanco, Blanco High Proof, Reposado, Reposado High Proof, Añejo, Coconut, Cristalino, Guachimonton® and Milenio®; 1800 The Ultimate Margarita®; Maestro Dobel® Blanco, Reposado, Diamante®, Añejo, Pavito®, and Atelier®; Dobel® 50 Cristalino and Anniversary Series; Gran Centenario® Plata, Reposado, Añejo, Cristalino, Leyenda and Gallardo®; Gran Coramino® Tequila Cristalino, Reposado and Añejo; JAJA® Tequila Blanco, Reposado and Añejo; 400 Conejos® Mezcal Espadín, Tobalá, Cuishe, Reposado and Añejo; Creyente® Mezcal Espadín, Tobalá, Cuishe and Azul Añejo Cristalino; Bushmills® Irish Whiskey Original, Black Bush®, Bushmills® 10-Year, 12-Year, 16-Year, 21-Year, 25-Year and 30-Year Single Malts; Proper No. Twelve® Irish Whiskey and Irish Apple; Pendleton® Whisky, Midnight, 1910 Bourbon and Rye Whisky, and Directors’ Reserve; TINCUP® Straight Bourbon Whiskey, Straight Rye Whiskey, 6-Year American Whiskey, 10-Year Bourbon, Fourteener and Adventure Pack; Stranahan’s® American Single Malt Whiskey Blue Peak, Original, Sherry Cask, Diamond Peak and Mountain Angel 10- and 12-Year Old; Great Jones® Bourbon and Rye Whiskey; Black Dirt® Apple Jack Brandy; Three Olives® Vodka Unflavored, Cherry, Grape, and Espresso; Hangar 1® Vodka Straight; The Kraken® Black Spiced Rum and Gold Spiced Rum; Matusalem® Gran Reserva 15-Year Rum; Boodles® British Gin

PROXIMO'S PORTFOLIO

Quervo

Quervo
DEVIL'S
RESERVE

1800
TEQUILA

GRAN
CENTENARIO.
TEQUILA

DOBEL
TEQUILA

Reserva
DE LA FAMILIA.
Jose Cuervo

CREYENTE
MEZCAL ARTESANAL

400 CONEJOS
—Mezcal Artesanal—

CORAMINO
TEQUILA

Jose Cuervo
MARGARITAS

JAJA
TEQUILA 100% AGAVE AZUL

1800
— THE —
ULTIMATE
MARGARITA

PENDLETON
WHISKY

PROPER
THE
TWELVE
IRISH WHISKEY

BUSHMILLS
IRISH WHISKEY

TINCUP
MOUNTAIN WHISKEY

ROCKY MOUNTAIN
Stranahan's
AMERICAN SINGLE MALT WHISKEY

NEW YORK NEW YORK
GREAT JONES
DISTILLING CO.

H.S. GUN
Distillery

Three Olives
VODKA

Hangar 1
VODKA

BOODLES
EST. 1845
GIN
LONDON DRY

The KRAKEN
SPICED RUM

Matusalem
RUM

Jose Cuervo
COCKTAILS
SPARKLING

CATEGORY OVERVIEW

Each one of our brands represents a prominent player in its category and each has a unique character. Understanding our brands, what they represent and how they relate to consumers, is our strongest commitment.



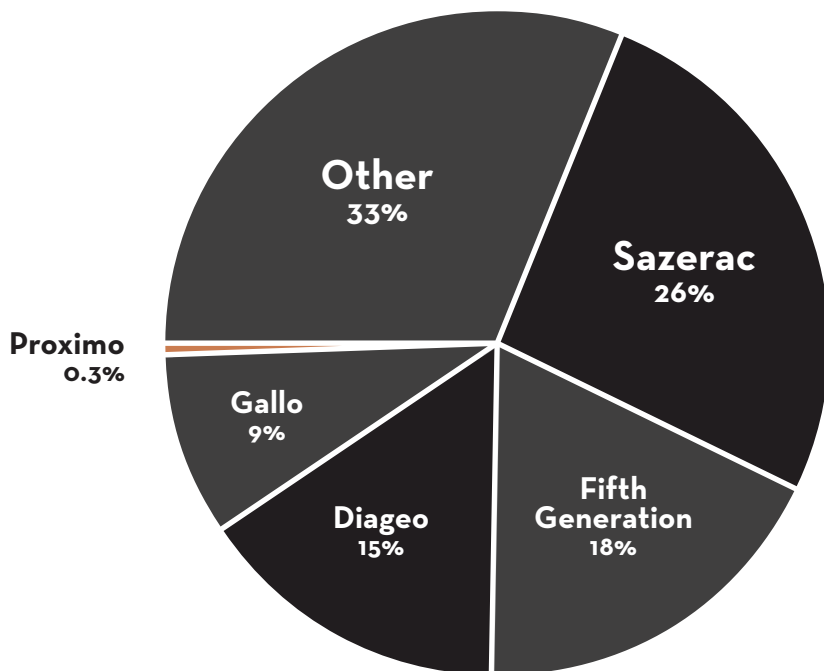
VODKA



Proximo offers value, premium and super-premium vodkas to satisfy every occasion.

- Introducing our smooth new Three Olives® Vodka, made in the U.S.A. with 100 calories or less, zero sugar, gluten-free and a slate of 11 award-winning flavors. We've got you covered from boozy brunch to happy hour and late night.
- While Three Olives® Vodka (TOV) has experienced a decline over time, the brand has seen growth in both value and share across Espresso (+13% \$), Berry (+15% \$) and Vanilla (+11% \$) Flavors. (Source: VIP Depletions, 2018-2024, Nielsen XAOX+Liquor Plus+Conv, 52 W/E 3.14.24)
- Vodka is the 2nd largest U.S. spirits category, on par with whiskey, and TOV ranks #9 nationally in the mid-price category out of 276 competitors. (Source: Nielsen XAOX+Liquor Plus+Conv, 52 W/E 3.14.24)
- Hangar 1® is the California Vodka done in the California way. That is not only our motto; it's our way of life. California is our home and our terroir, and we'll continue to draw upon it for endless inspiration, ingredients and innovation.

U.S. VODKA MARKET (VOLUME)



VODKA: OVERVIEW



Brand	Three Olives® Vodka
Role Summary	Positioned as the original vodka for martinis, Three Olives® Vodka celebrates and is celebrated for its simple approach to quality and taste.
Target Market	While our broad audience target is all U.S. vodka drinkers, we are specifically focused on driving awareness and recruitment with Millennial women (25-44 year-old) consumers as they are the primary category consumers.
Occasion	Three Olives® Vodka is made to elevate the everyday - the kind of vodka that turns simple moments into something worth savoring. Whether you're mixing-up an easy cocktail for a night in, shaking martinis before heading out or raising a glass just because, Three Olives® is your go-to for smooth, great-tasting drinks that fit every occasion, big or small.
Distribution Focus	- Off: regional chain grocery, mass/club, independent liquor, chain liquor - On: casual dining, sports bars, outdoor bars, high-energy bars
Competitors	Smirnoff, Svedka, Skyy, New Amsterdam



Brand	Hangar 1® Vodka
Role Summary	An authentic, all-American vodka made one batch at a time using all-natural fruits sourced locally; caters to discerning palates and craft cocktail enthusiasts; modern, urbane appeal.
Target Market	Men/women, 25-40 years old; discerning and affluent urbanites who seek-out new brands with unique and authentic stories to tell
Occasion	Off: everyday meals, casual get-together, casual hosting, party On: social gathering, big night out
Distribution Focus	Off: grocery, supercenter, club, neighborhood store, large liquor store, discount On: casual bar, sports bar, nightclub, casual dining
Competitors	Tito's, Grey Goose, Ketel One, Belvedere, Ciroc

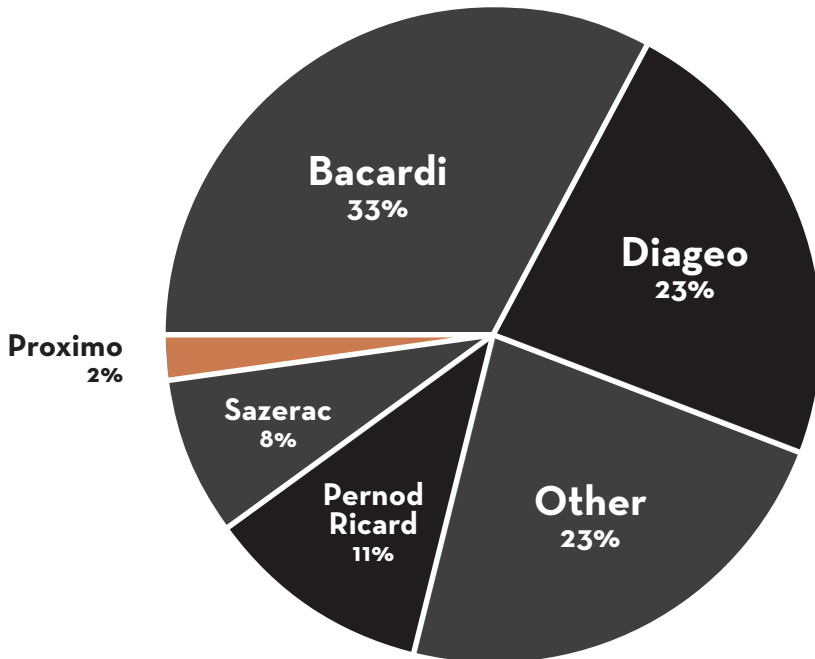
RUM



Proximo has a growing presence in the light, dark and flavored rum categories. Our brands have compelling, unique stories to tell, serving to further differentiate them from the pack.

- The Kraken® is the category leader within the premium rum category (19.3%). (Nielsen Total US XAOC + Liquor Plus + Conv L52W ending 10-5-24)
- The Kraken® Black Spiced Rum is the category leader in dark rum (13.1%) and dominates the premium dark spiced rum category at 97.4%. (Nielsen Total US XAOC + Liquor Plus + Conv L52W ending 10-5-24)
- The Kraken® is the world's first black spiced rum. Introduced in 2010, The Kraken® is created from unique Caribbean rum blended with secret spices. (Nielsen Total US XAOC + Liquor Plus + Conv L52W ending 10-5-24)
- Matusalem® Rum is a premium rum with rich history. It is the first rum to use the Solera blending process.

U.S. RUM MARKET (VOLUME)



RUM: OVERVIEW



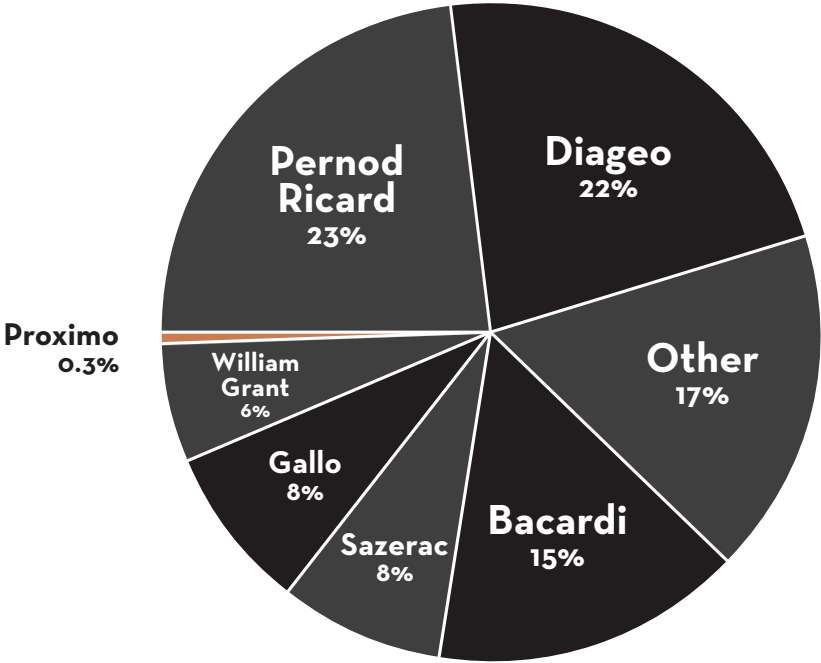
Brand	The Kraken® Black Spiced Rum	The Kraken® Gold Spiced Rum	Matusalem® 15 Year, 18 Year and 23 Year Gran Reserva Rum
Role Summary	A lone ship, carrying barrels of spiced rum across the Caribbean, was viciously attacked by the massive tentacles and colossal strength of an unknown beast. All aboard the doomed vessel were dragged into the watery depths, never to be seen again. We now know this dreaded beast to be The Kraken. All but one of the rum barrels was destroyed in the carnage. Stained by the ink of The Beast, the surviving barrel came to be known as "The Kraken® Rum." It is now known as a sacred libation of unparalleled flavor and darkness. Made from unique Caribbean black spiced rum. Dark as hell. Smooth as your descent into it.	Aged in the Kraken's very own keep, The Beast has kept this golden treasure all to itself. Sinking any sailor foolish enough to try and plunder its bounty, this gold spiced rum has remained locked away for years...until now. With notes of cinnamon and vanilla, this bounty goes down smooth...like a ship to the bottom of the ocean.	This Solera rum is perfect for those seeking exceptional quality in flavor; competing in the sipping category (aged rums, cognacs, single malt Scotch).
Target Market	Target Adults 21-54 - Psychographic Maverick: an adventurous, risk-taker that charges head-first into the unknown	Target Adults 21-54 - Psychographic Maverick: an adventurous, risk-taker that charges head-first into the unknown	Men, 35+ years old; rum connoisseurs; cognac and single malt Scotch drinkers
Occasion	Off: casual get-together, social gathering, party On: neighborhood bars, dive bars, sports bars and tiki bars	Off: casual get-together, social gathering, party On: neighborhood bars, dive bars, sports bars and tiki bars	Off/On: special occasion On: informal meal
Distribution Focus	Off: chains, independent, grocery, liquor store On: neighborhood bars, dive bars, sports bars and tiki bars	Off: chains, independent, grocery, liquor store On: neighborhood bars, dive bars, sports bars and tiki bars	Off: club, reserve and large liquor stores On: fine dining, nightclubs, casual dining
Competitors	Captain Morgan, Sailor Jerry, Admiral Nelson	Captain Morgan, Sailor Jerry, Bacardi	Ron Zacapa Centenario, Vizcaya Rum, Zaya Gran Reserva Rum, Flor de Caña Centenario



Boodles® British Gin is experiencing double-digit growth after a powerful global relaunch.

- Premium and ultra-premium are driving the growth in gin. Most volume sales are at the premium level.
- Boodles® is ideally-positioned to grow with the category, priced at the top-end of the premium level.

U.S. GIN MARKET (VOLUME)



GIN: OVERVIEW



Brand	Boodles® Gin
Role Summary	A proper British gin that is relevant (premium but not extravagant) and unique. Ideal for classic cocktails.
Target Market	Men/women, 25+ years old; traditional gin drinkers, cocktail enthusiasts
Occasion	Off: everyday meals, casual get-together, party On: informal meal, relax and unwind, social gathering
Distribution Focus	Off: grocery, supercenter, club, large liquor store, neighborhood store On: casual dining, fine dining, sports bar, neighborhood bar, casual bar
Competitors	Bombay Sapphire, Tanqueray, Hendrick's



PREMIUM BRANDS

Proximo takes great pride in creating fully-realized brand personalities. We realize that consumers connect with more than what's in the bottle. So, we innovate to build distinct personalities and cultures around each brand. This allows us to build relationships with consumers on all levels and in all media (and it's much more fun).

BRANDS

Three Olives
VODKA

Hangar 1
VODKA

GEORGE F. SEIDEL
AND COMPANY
BOODLES
EST. 1845
**BRITISH
GIN**
LONDON DRY
IMPORTED





PROXIMO

THREE OLIVES[®]

VODKA

Three Olives[®] UNFLAVORED

VODKA

Three Olives[®] Vodka is all-natural, 100 calories, zero-sugar, gluten-free and made in America.

Create Desire

Zero Sugar

Three Olives[®] has all-natural flavors, zero sugar, 100 calories and is gluten-free.

Purity and Smoothness

5x distillation and filtration remove natural impurities, yielding a vodka of exceptional purity and smoothness.

Perfect for 3-Ingredient Cocktails

Three Olives[®] is the perfect mixer for our favorite 3-ingredient cocktail recipes.

Delight the Senses

Color: Crystal-clear

Aroma: Sweet grain, earthy, followed by a hint of marshmallow

Flavor: The palate entry is silky in texture and enhanced with mineral notes

Finish: Concludes on a smooth and clean note

The Perfect Serve

Dirty Martini:

- 2 oz. Three Olives[®] Vodka
- ½ oz. Dry vermouth
- ½ oz. Olive brine

Add Three Olives[®] Vodka, dry vermouth and olive brine to a shaking tin, and shake vigorously. Fine-strain cocktail into a chilled martini coupe. Garnish with three olives on a cocktail stick.



Tell a Story with a Bottle Pitch

1. Zero Sugar Added

All Three Olives[®] varieties contain zero sugar.

2. 5x Distilled

An incredible 5x distillation process and filtration remove natural impurities, yielding a vodka of exceptional purity and smoothness.

3. Only 100 Calories

Avg analysis per 1.5 FL OZ: 100 calories, 0 g carbs, 0 g protein, 0 g fat.

4. Clean and Polished Bottle

Three Olives[®] is packaged in a crystal-clear glass bottle with premium fluting design. The new, bright colored neck and body labels give Three Olives[®] a polished look that jumps off the shelves.



Three Olives[®] CHERRY

VODKA

Three Olives[®] Cherry Vodka is all-natural, 80 calories, zero-sugar, gluten-free and made in America.

Create Desire

Zero Sugar

Three Olives[®] has all-natural flavors, zero sugar, 80 calories and is gluten-free.

Purity and Smoothness

5x distillation and filtration remove natural impurities, yielding a vodka of exceptional purity and smoothness.

Perfect for 3-Ingredient Cocktails

Three Olives[®] Cherry is the perfect mixer for our favorite 3-ingredient cocktail recipes.

Delight the Senses

Color: Clear

Aroma: Sweet, red cherry on the nose

Flavor: Maraschino cherries with a light floral background

Finish: Creamy

The Perfect Serve

Cherry Cosmo:

- 2 oz. Three Olives[®] Cherry Vodka
- 1 oz. Cranberry juice
- ½ oz. Triple sec

Add all ingredients to a shaker with ice. Shake and strain into a coupe glass and garnish with a lemon twist.



Three Olives[®] Cherry Vodka

1. Zero Sugar

All Three Olives[®] varieties contain zero sugar.

2. 5x Distilled

An incredible 5x distillation process and filtration remove natural impurities, yielding a vodka of exceptional purity and smoothness.

3. Only 80 Calories

Avg analysis per 1.5 FL OZ: 80 calories, 0 g carbs, 0 g protein, 0 g fat.

4. Clean and Polished Bottle

Three Olives[®] is packaged in a crystal-clear glass bottle with premium fluting design. The new, bright colored neck and body labels give Three Olives[®] a polished look that jumps off the shelves.



Three Olives® GRAPE

VODKA

Three Olives® Grape is extremely mixable and here to turn an ordinary day into an extraordinary night.

Create Desire

Zero Sugar

Three Olives® has all-natural flavors, zero sugar, 80 calories and is gluten-free.

Purity and Smoothness

5x distillation and filtration remove natural impurities, yielding a vodka of exceptional purity and smoothness.

Perfect for 3-Ingredient Cocktails

Three Olives® Grape is the perfect mixer for our favorite 3-ingredient cocktail recipes.

Delight the Senses

Color: Clear

Aroma: Juicy Concord

Flavor: Iconic grape jelly

Finish: Bright and floral

The Perfect Serve

Grape-mopolitan:

- 2 oz. Three Olives® Grape Vodka
- ½ oz. Fresh lime juice
- ¼ oz. Grape juice

Add all ingredients to a shaker with ice. Shake and strain into a coupe glass. Garnish with an orange peel.



Three Olives® Grape Vodka

1. Zero Sugar

All Three Olives® varieties contain zero sugar.

2. 5x Distilled

An incredible 5x distillation process and filtration remove natural impurities, yielding a vodka of exceptional purity and smoothness.

3. Only 80 Calories

Avg analysis per 1.5 FL OZ: 80 calories, 0 g carbs, 0 g protein, 0 g fat.

4. Clean and Polished Bottle

Three Olives® is packaged in a crystal-clear glass bottle with premium fluting design. The new, bright colored neck and body labels give Three Olives® a polished look that jumps off the shelves.



Three Olives[®] ESPRESSO

VODKA

Three Olives[®] Espresso Vodka is all-natural, zero sugar, 80 calories and makes the perfect three ingredient espresso martini.

Create Desire

Zero Sugar

Three Olives[®] has all-natural flavors, zero sugar, 80 calories and is gluten-free.

Purity and Smoothness

5x distillation and filtration remove natural impurities, yielding a vodka of exceptional purity and smoothness.

Perfect for 3-Ingredient Cocktails

Three Olives[®] Espresso is the perfect mixer for our favorite 3-ingredient cocktail recipes.

Delight the Senses

Color: Dark espresso

Aroma: Dark roasted rich Arabica beans

Flavor: Silky dark chocolate with overtones of vanilla

Finish: Brewed coffee

The Perfect Serve

Espresso Martini:

- 1 ½ oz. Three Olives[®] Espresso Vodka
- 1 ½ oz. Cold brew
- ¾ oz. Triple sec

Add all ingredients to a shaker with ice. Shake and strain into a coupe glass. Garnish with three coffee beans.



Three Olives[®] Espresso Vodka

1. Zero Sugar

All Three Olives[®] varieties contain zero sugar.

2. 5x Distilled

An incredible 5x distillation process and filtration remove natural impurities, yielding a vodka of exceptional purity and smoothness.

3. Only 80 Calories

Avg analysis per 1.5 FL OZ: 80 calories, 0 g carbs, 0 g protein, 0 g fat.

4. Clean and Polished Bottle

Three Olives[®] is packaged in a crystal-clear glass bottle with premium fluting design. The new, bright colored neck and body labels give Three Olives[®] a polished look that jumps off the shelves.



Three Olives® Grape is extremely mixable and here to turn an ordinary day into an extraordinary night.

Create Desire

Zero Sugar

Three Olives® has all-natural flavors, zero sugar, 80 calories and is gluten-free.

Purity and Smoothness

5x distillation and filtration remove natural impurities, yielding a vodka of exceptional purity and smoothness.

Perfect for 3-Ingredient Cocktails

Three Olives® Vanilla is the perfect mixer for our favorite 3-ingredient cocktail recipes.

Delight the Senses

Color: Clear

Aroma: Warm sweet vanilla on the nose

Flavor: Rich, velvety cream fades into bourbon vanilla extract

Finish: Light woodiness and vanilla bean

The Perfect Serve

Porn Star Martini:

- 2 oz. Three Olives® Vanilla Vodka
- 2 oz. Passionfruit juice
- 1 oz. Fresh lime juice

Add all ingredients to a shaker with ice. Shake and strain into a coupe glass. Garnish with a passionfruit peel twist.



Three Olives® Grape Vodka

1. Zero Sugar

All Three Olives® varieties contain zero sugar.

2. 5x Distilled

An incredible 5x distillation process and filtration remove natural impurities, yielding a vodka of exceptional purity and smoothness.

3. Only 80 Calories

Avg analysis per 1.5 FL OZ: 80 calories, 0 g carbs, 0 g protein, 0 g fat.

4. Clean and Polished Bottle

Three Olives® is packaged in a crystal-clear glass bottle with premium fluting design. The new, bright colored neck and body labels give Three Olives® a polished look that jumps off the shelves.



Mass Displays:

- Build floor displays with maximum visibility

Standards:

- Size: 1/5 750mL, 3/5 1.75L
- A display: Feature 80% Unflavored, 20% Primary Flavors
- B display: Feature 100% Unflavored
- C display: Feature 100% Unflavored

Product	A accounts 30+ cases	B accounts 15+ cases	C accounts 10+ cases
Three Olives 750ML	10	5	2
Three Olives 1.75L	20	10	3

A Accounts



B Accounts



C Accounts



THREE OLIVES

VODKA

PRODUCT PORTFOLIO

Available Sizes Listed Below

[PRIORITY SKUs]



Unflavored
50mL
750mL
1L
1.75L



Cherry
750mL
1L
1.75L



Grape
750mL
1L
1.75L



Loopy
750mL
1L
1.75L



Espresso
750mL
1L



Vanilla
750mL
1L

[ACCELERATE SKUs]

[ON-PREMISE SKUs]



Berry
750mL
1L



Orange
750mL
1L



Citrus
750mL
1L



Raspberry
750mL
1L



Blueberry
1L



Mango
1L



Hangar 1[®]
VODKA

Hangar 1[®] is the ultra-premium vodka made with the freshest ingredients.

Create Desire

California to the Core

Hangar 1[®] Straight is a special blend of distilled grain and California wine grapes. Distilled in copper pot stills with two reflux columns custom-batched to achieve the highest quality distillation possible for a crisp fresh-tasting vodka.

Delight the Senses

Color: Pure, crystal clear; leaves a thin, clear coat on the inside of the glass on swirling

Aroma: Wheat grain, slightly sweet

Flavor: Sweet, with plump, round taste; almost creamy texture

Finish: Faint fruitiness and a touch of sweetness; clean, crisp

The Perfect Serve

Alameda Mule:

- 1 ½ oz. Hangar 1[®] Straight
- 3 oz. Ginger beer
- 1 oz. Meyer lemon juice

Build in an ice-filled copper mug. Garnish with a Meyer lemon.



Tell a Story with a Bottle Pitch

1. Fresh Vodka

Hangar 1[®] Straight is a special blend of distilled grain and California wine grapes. Distilled in copper pot stills with two reflux columns custom-batched to achieve the highest quality distillation possible for a crisp fresh-tasting vodka.

2. California to the Core

For Hangar 1[®], crafting real vodka that's the essence of California isn't just a job — it's a passion. Some might think that's cheesy, but we see it as more than a statement. From the ingredients we use, to the farmers we source them from, and the people we share our vodka with — we pride ourselves on embodying the California spirit.

3. Apothecary Bottle

Our apothecary-style bottle, with embossed side measurements and black rubber stopper, is inspired by our own workshop, where fresh, creative ingredients are married by the science of distilling to develop fresh-tasting, made-to-measure vodka.



4. Aviation Heritage

The red biplane symbol is a nod to our history. In 2001, Hangar 1[®] was established in an airplane hangar, which lent the brand its name.

5. Fresh Recipes

Our lifestyle and trade influencers reinforce our passion to always utilize the freshest ingredients we can get our hands on by creating Hangar 1[®] spirits made using local, in-season produce.

Hangar 1[®] Straight



750 mL

AVAILABLE IN

1 L

1.75 L

Hangar 1[®] Classic Flavors



Mandarin Blossom
750 mL & 1 L

AVAILABLE IN

Makrut Lime
750 mL & 1 L

Buddha's Hand Citron
750 mL & 1 L

KEY SELLING POINTS

- Pioneer of the craft spirits movement, appealing to the preference for local, American-made products
- Our seasonal small batch flavors involve constant experimentation using fresh ingredients sourced from local farmers
- Hangar 1[®] is made using traditional production methods, including a custom-made 500-gallon copper pot still with two columns







THE KRAKEN® BLACK SPICED RUM

World's 1st black spiced rum and one of the fastest-growing rum brands. The Kraken® Black Spiced Rum (Original) is a 94-proof Caribbean black spiced rum. It has a distinct flavor of cinnamon, vanilla and nutmeg with a smooth and spicy finish.

Create Desire

A Mysterious Story

A ship carrying precious Caribbean spiced rum was attacked by the monstrous Kraken. This attack ended with the destruction of every person on board the vessel, and all but one of the barrels of rum – which was badly stained by the Kraken's black ink. It was dubbed: "The Kraken® Black Spiced Rum."

An Unusual, Striking Bottle

The Kraken's proprietary bottle is a replica of a Victorian rum bottle and features two rings—allowing for easy portability – and calls to mind the eyes of The Beast.

The First Black Spiced Rum

The Kraken®, born from the legend of a ship attacked by the beast, Kraken Black Spiced Rum is a first-of-its-kind Caribbean spiced rum, created when the barrels contained on that faithful ship were dragged down to the Kraken's lair and stained with its storied black ink. It is now known as a liquid of unparalleled darkness.

Delight the Senses

Color: Strong, rich, black and smooth, made with 13 secret spices

Aroma: Toffee, allspice and clove

Flavor: Notes of vanilla, ginger and peppercorns

Finish: Smooth, clean and bold

The Perfect Serve

Kraken Perfect Storm:

- 1 oz. The Kraken® Black Spiced Rum
- 3 oz. Ginger beer

Layer all ingredients in a tall glass filled with ice. Garnish with a lime wheel twist.



Tell a Story with a Bottle Pitch

1. A Mysterious Story

Born from the legend of a ship attacked by the beast, the Kraken® Black Spiced Rum is a first-of-its-kind Caribbean spiced rum, created when the barrels contained on that faithful ship were dragged down to the Kraken's lair and stained with its storied black ink. It is now known as a liquid of unparalleled darkness.

2. The Bottle Rings

The beast comes to life in the packaging, as evidenced by the bottle rings, which evoke the Kraken's eyes.



3. The Victorian Bottle

The Kraken's proprietary bottle is a replica of a Victorian rum bottle and features two handles, which allow for easy portability. Release the Kraken!

4. The First Black Spiced Rum

The Kraken® is a unique 94-Proof Caribbean black spiced rum, enriched with an exotic blend of 13 secret spices. The rich black color takes its hue from the mysterious ink with which, as legend has it, The Kraken covered its prey.



THE KRAKEN® GOLD SPICED RUM

This offering from The Kraken® offers a well balanced 70-proof Dominican gold spiced rum, aged for two years with hints of vanilla and cinnamon.

Create Desire

The Legend Continues

The Kraken's deep and watery keep is said to be filled with the one and only thing it loves more than darkness – gold. Oh, and rum. Obviously. From this keep has arisen The Kraken® Gold Spiced Rum. Rich beyond words and, perhaps, the only bit of lightness The Beast loves with as much passion as its storied black ink.

The Beast's Treasure

A smoother, richer, more approachable liquid than others in the category, The Kraken® Gold Spiced Rum provides consumers with a premium proposition to the Gold Spiced Rum category to spice up their cocktails with.

An Unusual, Striking Bottle

The Kraken's® proprietary bottle is a replica of a Victorian rum bottle and features two rings—allowing for easy portability – and calls to mind the eyes of the giant squid.

Delight the Senses

Color: Golden brown

Aroma: Sweet caramel, oak and banana bread

Flavor: Molasses and dark spice fading to caramelized sugar

Finish: Slightly astringent with toasted oak and Tahitian vanilla

The Perfect Serve

Kraken's Rum Punch:

- 1½ oz. The Kraken® Gold Spiced Rum
- ½ oz. Fresh-squeezed orange juice
- 2 oz. Fresh pineapple juice

Combine all ingredients in a rocks glass and top with crushed ice. Gently stir and top with more crushed ice. Garnish with two long orange peels, a pineapple spear and a flame-torched cinnamon stick.



Tell a Story with a Bottle Pitch

1. A Mysterious Story

The Kraken's deep and watery keep is said to be filled with the only thing it loves more than darkness – gold. Oh, and rum. Obviously. Rich beyond words and perhaps the only bit of lightness the beast loves with as much passion as its storied black ink.

2. The Bottle Rings

The beast comes to life in the packaging, as evidenced by the bottle rings, which evoke the Kraken's eyes.



3. The Victorian Bottle

The Kraken's proprietary bottle is a replica of a Victorian rum bottle and features two handles, which allow for easy portability. Release the Kraken.

4. The Gold Spiced Rum

The Kraken® Gold Spiced Rum is a 70-Proof Dominican gold spiced rum aged for two years; rich beyond words with flavor notes of molasses and dark spice fading into caramelized sugar, which finishes with hints of toasted oak and Tahitian vanilla.



Mass Displays:

- Build floor displays with maximum visibility

Standards:

- ½ 750mL, ½ 1.75L
- Large Display: 60% Black, 40% Gold
- Medium Display: 50% Black, 50% Gold
- Small Display: 50% Black, 50% Gold

Product	A accounts 30+ cases	B accounts 15+ cases	C accounts 10+ cases
The Kraken® Black Spiced Rum 94 Proof	60%	50%	50%
The Kraken® Gold Spiced Rum	40%	50%	50%

A Accounts



B Accounts



C Accounts





The Kraken® Black Spiced Rum-94 Proof



AVAILABLE IN

50 mL 375 mL 750 mL 1 L 1.75 L

The Kraken® Gold Spiced Rum-70 Proof



AVAILABLE IN

50 mL 750 mL 1 L 1.75 L

KEY SELLING POINTS

- With a portfolio of dark and gold rum, the Kraken® is the US market's #1 premium rum brand; it has a 21% share of premium rum by volume²
- The Kraken® Original 94 Proof is the category leader in dark rum at all price segments¹
- Kraken® 94 Black Spiced Rum is an award-winning liquid, with a Double Platinum Ascot Award in 2024³
- Kraken® Gold Spiced Rum is an award-winning liquid, with a Platinum/96 pt rating at the recent Las Vegas Global Spirit Awards³

1. Drink categories consumed in the On-Premise – Total US vs 2YA | 2. Nielsen – XAOC + Liquor Open State + Conv/L52 Wks Thru October 4, 2025

3. 2024 Competition Entry Results conducted by third party AVID



Matusalem[®]
RUM





GRAN RESERVA 15 YEAR

Matusalem® is the first rum – and one of the very few today – to use Solera blending and aging, a process that yields distinctive flavor and unsurpassed smoothness.

Create Desire

The Golden Age of Cocktails

Matusalem® Rum became Cuba's national rum during the Golden Age, which abruptly ended with the coming of the Castro revolution. To this day, the name continues to be recognized around the world as a symbol of quality and excellence.

Solera Blending Process

A carefully-guarded secret formula that has been passed down through generations, Matusalem® is the first rum – and one of the very few today – to use the Solera blending and aging process.

An Exquisite Flavor

This Solera rum is the perfect choice for those who seek exceptional quality and exquisite flavor. Complex, but with velvety smoothness and a marked bouquet and flavor. Gran Reserva is ideal for drinking neat or on the rocks.

Delight the Senses

Color: Dark, rich, golden color with brilliant red and amber tones

Aroma: Sweet vanilla, molasses, caramel and plums resulting in a mellow, rich and subtle rum

Flavor: Delicate, velvety smooth with hints of vanilla, molasses and caramel

Finish: Dry, toasty flavors take center stage before slowly ebbing away in a long satisfying finish

The Perfect Serve

The Gran Rocks:

- 1 ½ oz. Matusalem® Gran Reserva
- 3-4 Ice cubes

Serve Matusalem® Gran Reserva in a short and wide glass with ice. Optional, garnish with lime or lemon wedge.



Tell a Story with a Bottle Pitch

1. The Golden Age of Cocktails

Two brothers, Benjamin and Edward Camp, and their third partner, Evaristo Alvarez, embarked on an adventure to create the highest-quality, smoothest rum. Thus, Matusalem® Rum was born, becoming Cuba's national rum during the Golden Age (mid-1930s-early 1950s). This era abruptly ended with the coming of the Castro revolution. To this day, the name continues to be recognized globally as a symbol of quality.

2. The Solera Blending Process

The Solera method of blending and aging is used by very few brands. It is based on techniques used for sherry, brandy and cognac and utilizes a unique combination of aged rums, whose average age is reflected in the Solera number.

3. A Highly-Awarded Rum

The recipient of several accolades, Matusalem® Gran Reserva offers a rum of superior quality, distinctive flavor and unsurpassed smoothness.



4. An Exquisite Flavor

This Solera rum is complex, but with a velvety smoothness and a marked bouquet and flavor. Gran Reserva is ideal for drinking neat or on the rocks.

5. The "Golondrina"

When Matusalem® was founded, flocks of Barn Swallows nested in the barrel-aging warehouses. The Barn Swallow, or in Spanish, "Golondrina," was a smooth-flying bird common to the area of Santiago de Cuba. Throughout the day it seemed Golondrinas were everywhere, flying in and out of the aging warehouses.

6. "It's Older Than Methuselah"

The three founders believed the key to crafting the finest tasting rum was an old aging process. "Matusalem" derives from Methuselah, the Old Testament patriarch who lived for 969 years. It is also an Old Spanish proverb, "Esto es mas viejo que Mathusalem" (It's older than Methuselah).

Matusalem® Rum



15 Year
750 mL

AVAILABLE IN

18 Year
750 mL

23 Year
750 mL

KEY SELLING POINTS

- Matusalem® is made with the highest quality ingredients, a unique blend of triple-distilled and hand-crafted spirits to create a rum of exceptionally clean taste, delicate balance and subtle flavor
- Matusalem® Rum was the first rum to utilize the Solera blending process over 140 years ago



COCK RUSSELL  AND COMPANY

BOODLES®

EST. **BRITISH** 1845

GIN

LONDON DRY

IMPORTED

Boodles® is proper British gin, a classic London Dry known for its balanced flavor and iconic bottle that pays tribute to a long British heritage.

Create Desire

Proper British Heritage

Developed by distillers with over a century of gin expertise and crafted in the UK, Boodles® is a classic London Dry gin.

The Softest Gin

Boodles® is the softest of the London Dry gins, made with labor and patience for those who seek an approachable, adaptable and clever flavor. Boodles® has softer juniper notes compared to other London Dry gins, making it a strong entry point for consumers who are sensitive or adverse to juniper forward mass-market gins.

Versatile

No citrus ingredients means a proper serve— with citrus added via cocktail recipe or garnish. Bottled at 90.4 proof, Boodles® has a sweet spot that holds up in any cocktail. The brand flavor always carries through.

Delight the Senses

Color: Clear

Aroma: Fresh citrus, juniper

Flavor: Well-balanced herbal and spice flavors with notes of rosemary, nutmeg and sage

Finish: Warm and clean

The Perfect Serve

Proper Boodles® and tonic:

- 1 oz. Boodles® Gin
- 3 oz. Tonic water
- Sliver of citrus

In a tall glass, pour 1 oz. Boodles® Gin with 3 oz. tonic water and garnish with a sliver of citrus.



Tell a Story with a Bottle Pitch

1. Iconic Packaging

The iconic wartime “Keep Calm” posters serve as inspiration for our packaging and give Boodles® its unmistakably British and unquestionably proper presence.

2. Made with Labor & Patience

The Boodles® seal, featured on our cap, speaks to the care we put into making a superior quality gin.



3. Memorable Name

Boodles® is delightful to say, easy to recall and full of history.

4. Balanced Flavor, Unique Ingredients

Boodles® is meticulously-crafted with a unique blend of nine botanicals. It is the only gin with no citrus and is made with nutmeg, sage and rosemary, which add subtle herbal notes to this well-balanced London Dry.

Boodles® Gin



750 mL

AVAILABLE IN

1 L

1.75 L

KEY SELLING POINTS

- Proper British gin developed by expert gin distillers and crafted in the UK
- Unique blend of botanicals—like nutmeg, sage and rosemary—to yield a well-balanced London Dry profile
- Boodles® Gin contains no citrus ingredients, providing a unique flavor profile within the gin category



NOTES





PROXIMO



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