

# CROOKED EYE

## CARIBBEAN RUM

*Taste the Spirit of the Caribbean*

### Questions and Answer on Crooked Eye Rums

**Question: Can you please give us an introduction to Crooked Eye Rums.**

Answer: Crooked Eye Rums are a range of 3 Year-Old Cask and Craft Aged Rums bottled and Produced in the Caribbean at 40% ABV. to bring out the true authentic flavour and taste profile of these bespoke aged rums, and re-created from a century old recipe.

**Question: What makes these rums so special.**

Answer: Our rums are aged in American Whiskey and Bourbon barrels so the authentic Caribbean rum flavour comes through in the rum itself, with our producer growing the sugarcane, distilling, ageing and bottling the rums. The Rums are produced by FRANCISCO "DON PANCHO" FERNANDES – one of the world's leading Rum Ronero's, who's accolades elevate him to the highest distinction in the rum industry.

**Question: What is the inspiration and story behind the rums.**

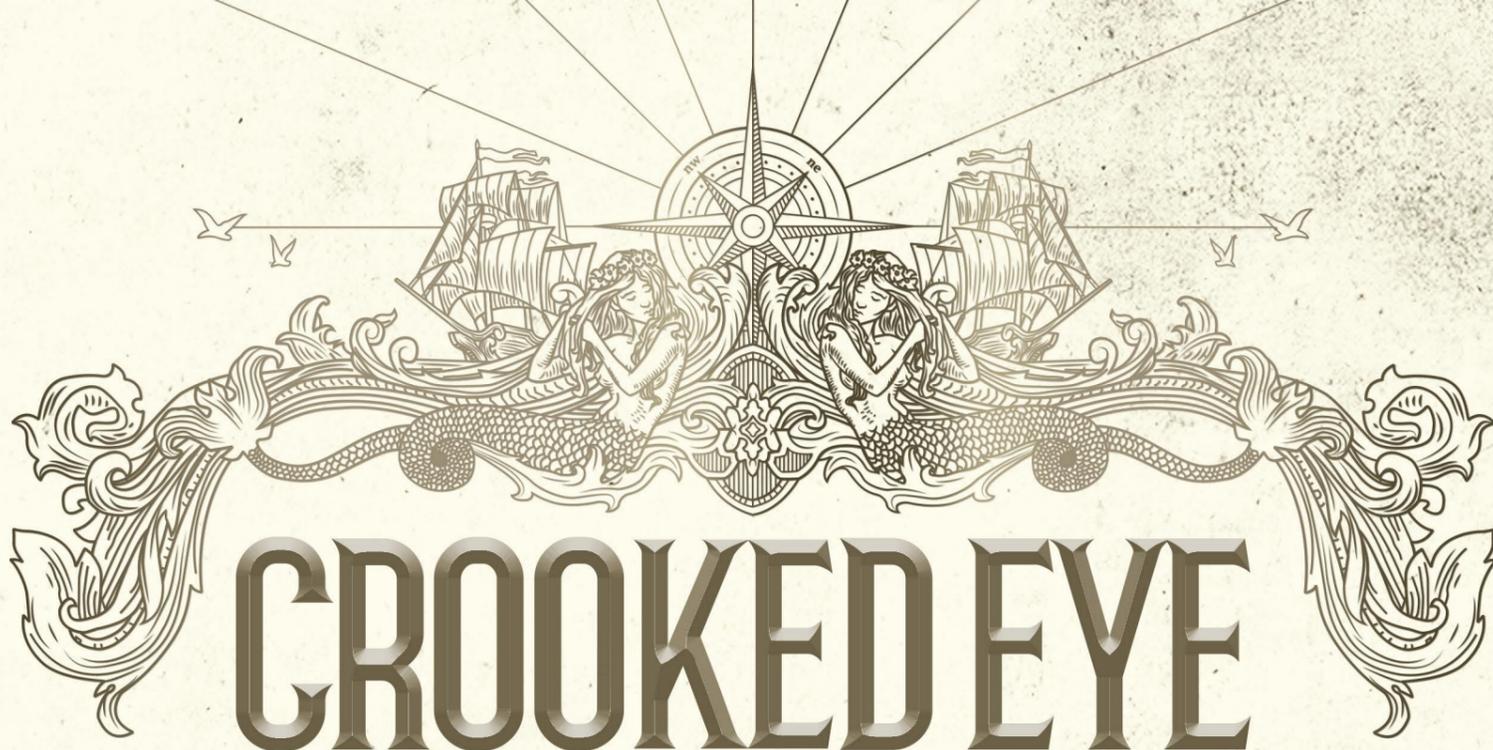
Answer: Our story began in 1836, when the three-mast schooner, the "Crooked Eye" hit the reef off a remote uncharted Caribbean Island, whilst carrying a cargo of spices, tropical fruits and rums back to England. Being stranded, Captain Abraham Anderson took the crew and the cargo onto the island, and set up camp. Realising he was going to be there for some time, he renamed the island "Crooked Island". In the proceeding years, Captain Anderson began experimenting by using the 3 Year-Old aged casks from the ship to create a range of unique, and individual aged rums. The result was a range of exceptionally smooth rums layered with elegant flavours. The rum in these bottles are a recreation of the recipe created from the original rums from Crooked Island.

**Question: There is a lot of interest in rums as whisky drinkers and millennials are looking for other brown spirit drinks. What is the opportunity for Crooked Eye Rums.**

Answer: Caribbean Rums are synonymous with old stories of heritage, mystery, and revelry, and Caribbean rum producers have spent the past two centuries perfecting the art of distillation, ageing and blending. The skill and craftsmanship required for producing the Crooked Eye premium aged rums is akin to the process of making an incredible wine. We start with high-quality sugar-cane, and move onto fermentation and distillation, which comes together by a practised hand to create a perfectly balanced rum. The Crooked Eye 3-Year Old rums have been created as an accolade to this history and Caribbean heritage, which is an expression of our branding, history, and background.

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EXPAND YOUR PREMIUM RUM COCKTAILS  
WITH THESE INCREDIBLE SIPPING RUMS



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**Question: Crooked Eye Rums are launching with 4 rum profiles. Can you describe each one.**

Answer:

**Crooked Eye 3 Year-Old Spiced Rum** - A medium amber 3 Year-Old premium Caribbean rum cask and craft produced in Panama. A beautiful all spice nose with complex and generous layers of our signature notes of cloves, cinnamon, toffee and vanilla to create a warm and sensuous finish.

**Crooked Eye 3 Year-Old Spiced Cherry Rum** - A medium reddish amber 3 Year-Old premium Caribbean rum cask and craft produced in Panama. Delightful fresh Bing cherries greets you upfront and then gives way to pronounced aromas of warm baking spices, and just a slight zest of citrus to create an authentic and satisfying cherry character.

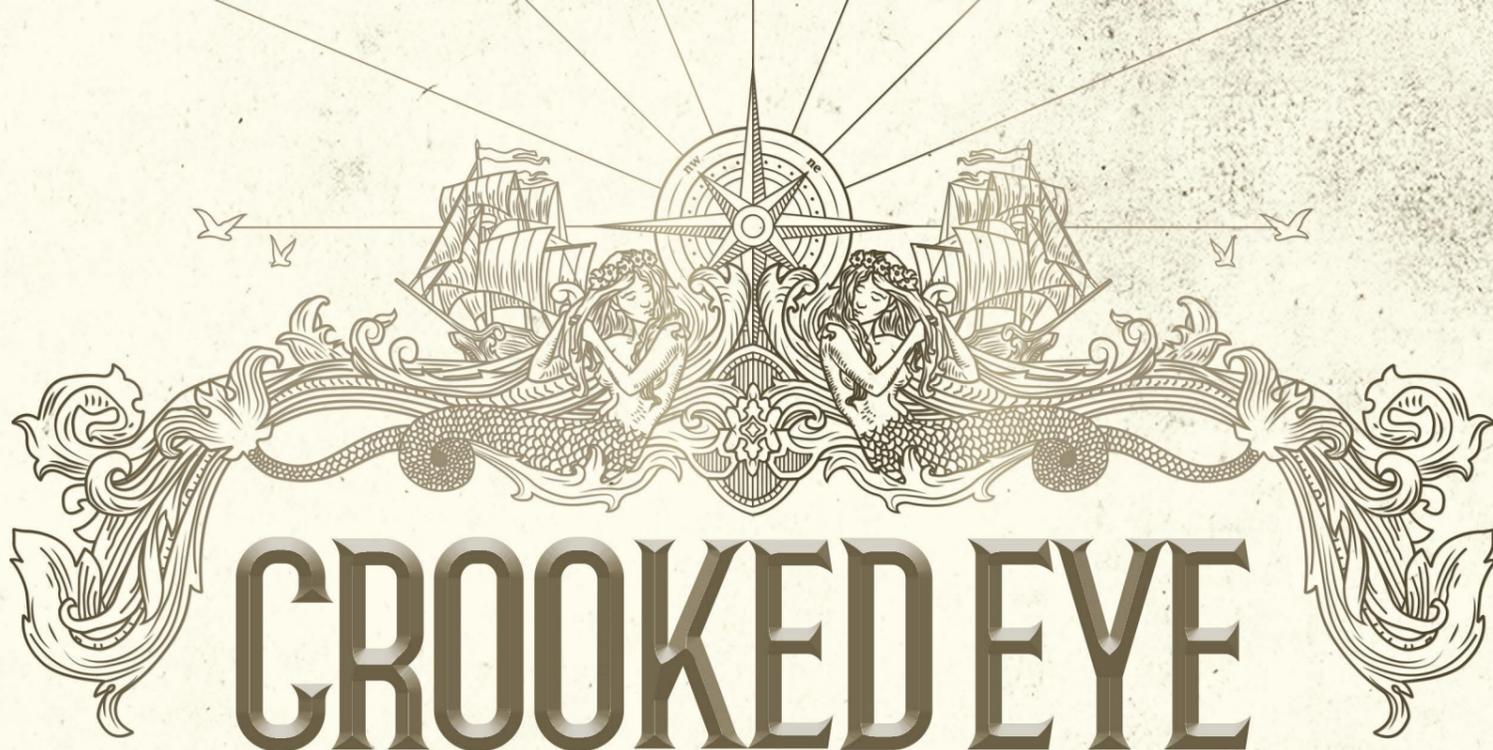
**Crooked Eye 3 Year-Old Dark Rum** - A golden amber 3 Year-Old premium Caribbean Dark rum, which is cask and craft produced in Panama. With rich wonderful notes of barrel ageing producing a medium-bodied rum with a sherry like nose, and with hints of citrus and molasses that holds up well to sipping.

**Crooked Eye 3 Year-Old Silver Rum** - A clear 3 Year-Old premium Caribbean Silver rum, which is cask and craft produced in Panama. With an inviting slightly sweet nose with hints of vanilla and anise leads to a pleasantly balanced finish, and faint alcohol nose. Clean with subtle natural aromatic flavours from barrel ageing to create a perfectly mixable rum.

**Question: The packaging of the Crooked Eye Rums has some amazing hand-drawn illustrations and looks absolutely incredible. Where did this inspiration come from.**

Answer: The Crooked Eye Rums are bottled and produced in a region rich with history, and this speaks of the rums heritage, which takes us back in time. Our unique branding of a hand-drawn illustration, with rich bountiful colours, and attention to detail in the packaging, makes this is truly eye catching brand that reflects on the history and heritage of the Crooked Eye Rums.

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**Questions: What's makes these rums so special for the on-trade industry.**

Answer: In terms of the rums themselves, I would say that they are one of the most complete and comprehensive ranges of craft produced and cask aged rums in the market today. The authentic flavours and the 40% ABV. even on the spiced rums, allows us to bring out the best flavour and taste profile. The blending of the rums, is what really makes these products so special and so desirable by bartenders and connoisseurs alike, and this is down to "Don Pancho". Don Pancho was responsible for the resurgence of the Cuban Rum industry and spent 40-years as the head of Havana Club. We are incredibly lucky to have Don Pancho producing our rums.

**Question: Sum up the Crooked Eye Rums in a few short sentences.**

Answer: Taste the Spirit of the Caribbean with Crooked Eye Rums

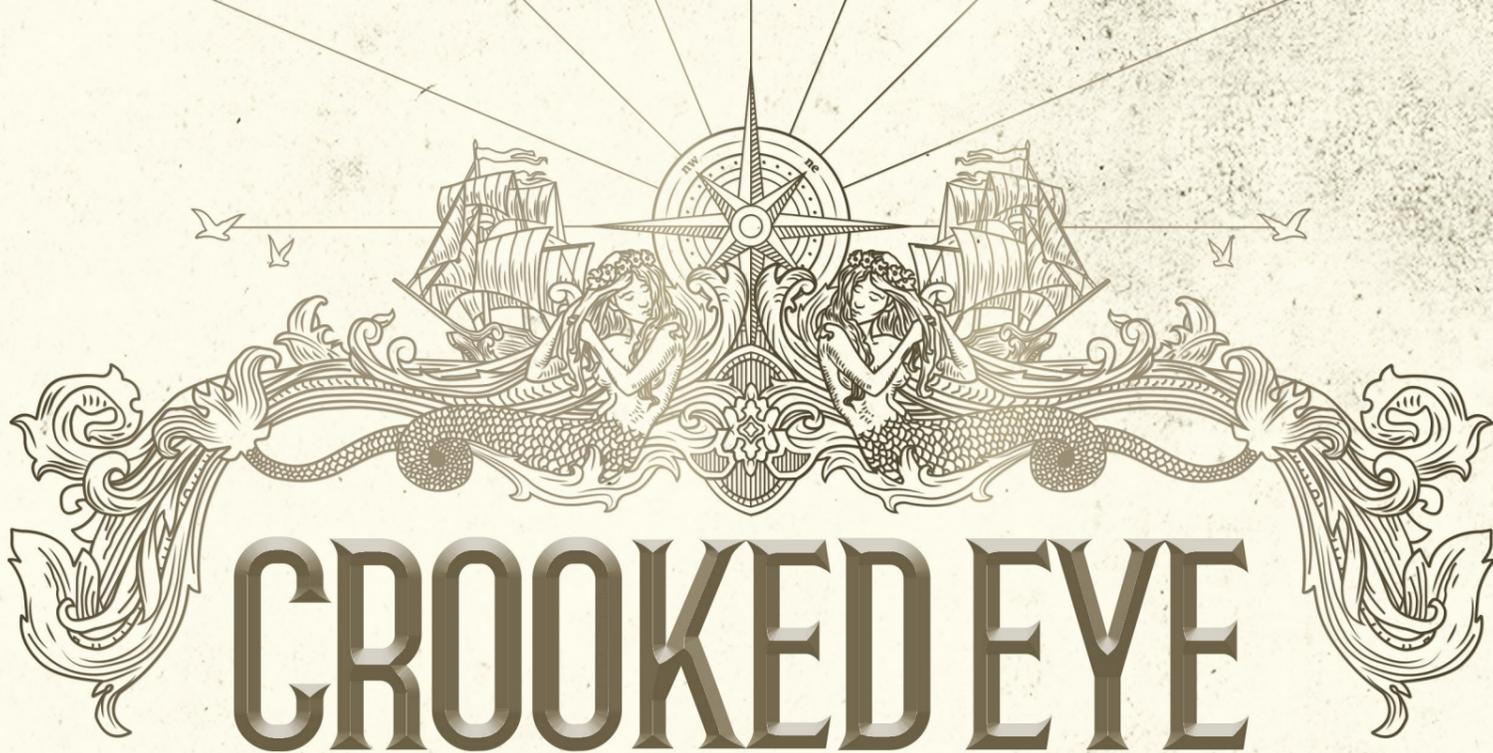
**Question: Give us a final summary on the Crooked Eye Rums.**

Answer:

- Authentically bottled and produced in the Caribbean.
- 3 Year-Old Cask Aged Rums, Craft Produced.
- Produced by world renowned Rum Maestro, Francisco "Don Pancho" Fernandez.
- Multiple award winning rum profiles.
- Strong storyline & unique brand illustration gives width & depth to the brand.
- 40% ABV. gives an overall more authentic better taste to the consumer.
- Illustration design in trend with consumer taste.
- Brand can transition through on-trade & off-trade.
- Highly attractive & visible for E-retail & impulse buying.
- Branded gift tube will allow additional multi-sales channel sales.
- Despite being a Caribbean 3 Year-Old Rum, which has been cask and craft produced, our pricing is competitively priced to sit near entry level or unaged rums, which are often bottled and produced outside the Caribbean.

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**CASK AND CRAFT AGED 3-YEAR OLD RUMS**

AUTHENTICALLY BOTTLED AND PRODUCED IN THE CARIBBEAN AT 40% ABV.

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[drinkaware.co.uk](http://drinkaware.co.uk) for the facts | [CROOKEDEYERUM.COM](http://CROOKEDEYERUM.COM)