



# RETHINK RUM

AT LONG LAST... AUSTRALIA'S FINEST RUM



**AUSTRALIA CERTIFIED ORGANIC** rum made and matured on **AUSTRALIA'S** beautiful **SUB-TROPICAL** Sunshine Coast, a UNESCO recognized biosphere.

**A UNIQUE TERROIR** of soil, climate and place create rum like no other with a rich floral nose and bold flavors of ripe tropical fruit.

Molasses from sugar cane, organically grown on Queensland's rich, fertile volcanic plains, is **NATURALLY WILD FERMENTED** with Woombye water, dunder and muck, then double **POT DISTILLED** and barrel **AGED FOR A MINIMUM OF 2 YEARS** in bourbon barrels emptied of sherry and port.

**DELICIOUS.** 100% pure unadulterated rum. **NIL** additives. **NIL** added sugar, sweeteners, caramel, glycerine, flavours, colours or chemicals.



FOR FURTHER INFORMATION CONTACT **MATT HOBSON**

f @NILDESPERANDUM.COM.AU | 🏠 DISCOVER THE STORY AT NILDESPERANDUM.COM.AU

✉️ GDAY@NILDESPERANDUM.COM.AU | 📞 +61 (0)414 885 775

*Australia's*  
**FINEST RUM**



Pack Configuration: 6x 700ml glass bottles		Pack Configuration: 6x 700ml glass bottles		Pack Configuration: 6x 700ml glass bottles	
Barcode: 9356457001949	ABV: 38%	Barcode: 9356457001970	ABV: 40%	Barcode: 9356457001932	ABV: 40%
Australia Certified Organic rum. Wild fermented, locally sourced Australian Certified Organic molasses, Woombye water, dunder & muck. Double pot distilled then <b>AGED FOR A MINIMUM OF 2 YEARS</b> in bourbon barrels emptied of sherry and port on Australia's beautiful, sub-tropical Sunshine Coast.		Australia Certified Organic rum. Wild fermented, locally sourced Australian Certified Organic molasses, Woombye water, dunder & muck. Double pot distilled then <b>AGED FOR OVER 3 YEARS</b> in bourbon barrels emptied of sherry and port on Australia's beautiful, sub-tropical Sunshine Coast.		A blend of double pot distilled, and double vapour infused coffee, lime and cinnamon with Australian Certified Organic molasses, Woombye water, yeast and nothing else. Separately aged in port finished bourbon barrels then expertly blended.	
Appearance: Medium gold		Appearance: Medium gold		Appearance: Medium gold	
Nose: A captivating nose of concentrated molasses notes with a sugar cane freshness. Dried tropical fruits such as dried mango, dried peach and nectarine. Marinated figs and prunes with crème brulee and caramel notes.		Nose: A tantalising nose, lifted caramel notes, or crème brulee, fused with dried apricots, figs and dates. Toffee, maple syrup and molasses, with touches of sticky date pudding.		Nose: Coffee bean with fine cinnamon stick notes, faint edges of fresh lime with nice toffee, figs and tacky molasses.	
Palate: A smooth lingering finish of ripe tropical fruits, creme brulee & toffee.		Palate: A rich powerful finish of maple syrup, caramel & tropical fruits.		Palate: Notes of coffee bean, cinnamon, lime, toffee, and figs. Our take on a spiced rum without sugar.	
Serving suggestion: Enjoy neat over ice. Great with ginger beer or cola and a squeeze of fresh lime. Ideal for dark rum cocktails.		Serving suggestion: Enjoy neat over ice or as a refreshing long drink with ginger beer and a squeeze of fresh lime.		Serving suggestion: Made for mixing with ginger beer and a squeeze of fresh lime.	

## KEY SELLING POINTS

AUSTRALIA CERTIFIED ORGANIC RUM.	AUSTRALIA CERTIFIED ORGANIC RUM.	AUSTRALIA CERTIFIED ORGANIC RUM.
A hand-crafted and award-winning pot distilled premium Australia Certified Organic pure rum, at an affordable price point.	A hand-crafted and award winning super premium pot distilled Australia Certified Organic pure rum.	A world first. Pot distilled rum double vapor infused with Australian botanicals, fruits and spices.
Delicious. Full flavoured with a rich floral nose and bold flavors of ripe tropical fruit and a smooth lingering finish.	Delicious. A lingering floral nose and boldly flavoured with a rich, powerful finish of ripe tropical fruits, maple syrup and caramel.	Delicious. A lingering nose of tropical fruit and toffee with rich flavours of crème brulee, pineapple and sugar cane. Our take on a dry spiced rum.
Sub-tropically AGED FOR A MINIMUM OF 2 YEARS in bourbon barrels emptied of sherry and port — on Australia's beautiful Sunshine Coast.	Select barrels chosen for their extraordinary quality, sub-tropically AGED FOR A MINIMUM OF 3 YEARS in bourbon barrels emptied of Sherry and Port — on Australia's beautiful Sunshine Coast.	An award winning super premium Australian hand-crafted rum that unapologetically steals a gin production method and turns it on its head.

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