



OBAMOSHE

INLAND-STYLE RUM

THE OPPORTUNITY

The Super Premium Rum category continues to be fastest growing segment in the industry.

Obahoshe Inland-Style Rum shows strong potential to stand out with its unique Authentic American Craft style and story. Obahoshe is the only Rum made with both Sorghum and Sugar Cane to launch in the US and has a big opportunity to be the leader within the market.

THE IDEA

Seed and launch Obahoshe® Rum within key On-Trade outlets. Leverage the all American craft style and story with new consumers and key trade stakeholders.

HOW IT WORKS

Launch and seed Obahoshe® Rum, in Premier on-trade outlets, utilizing merchandising principles and signature serves.

DISTRIBUTION

100% Premium On Trade Distribution in key craft cocktail driven bars, restaurants, hotels and lounges.



2019 Silver Medal Winner in San Francisco World Spirits Competition

2018 Gold Medal Winner and 2018 Bronze Medal Winner for Package Design from MicroLiquor Spirit Awards.



PRINCIPLE MERCHANDISING

On Trade: 1 bottle of Obahoshe® Inland- Style Rum

Back of bar in Super Premium Rum display near Mount Gay or Plantation Rum. List brand or signature serve on cocktail menu

Off Trade: 2 bottles of Obahoshe® Inland-Style Rum In Super Premium Rum section near Mount Gay or Plantation Rum.

SIGNATURE SERVES ON MENU

Obahoshe® Rum Old Fashioned

- 2 oz of Obahoshe® Rum
- ¼ oz of demerara syrup
- 2-3 dashes of bitters
- Stir all ingredients into mixing glass
- Garnish with an orange peel

Obahoshe® Rum Daiquiri

- 2 oz of Obahoshe® Rum
- 4 lime wedges
- 3 bar spoons demerara syrup
- Muddle together to form syrup. Shake over ice
- Dirty pour into rocks glass



KEY BENEFITS

- Drive Profitability within the Super Premium Rum category retails 20% SRP.
- Authentic American Craft Rum, inspired by Native American tribes featured on the label while enriching the lives of the community.
- First American Inland-Style Rum made with both sorghum and sugar cane to launch in the country.

PRODUCT SPECIFICATION

| CATEGORY / SEGMENT | SUPER PREMIUM RUM |
|----------------------|--------------------|
| SRP | \$35.00 |
| SKU | 853409004144 |
| DISTILLED & PRODUCED | USA |
| BOTTLE & CASE | 750 ml x 6 BOTTLES |
| BARCODE BOTTLE 750ml | 8530409004144 |

