



# BARRELL

## RUM

PRIVATE RELEASE

### NOW AVAILABLE

The Barrell Craft Spirits Private Release Rum Series is a project in detailed blending on a scale small enough to allow extreme precision.

Each release is a unique blend of rums from Barbados, Jamaica, and Guyana, as well as rum agricole from Martinique. Once created, these blends are married in single casks, many of which were previously used for other spirits and/or wines. This is the first time in our company's history that we have offered "micro" blends to the public.

The Private Release Rum Series lets us exercise our blending expertise while maintaining a single barrel-like scale controlled entirely by hand and by palate. Our goal is always to maximize the best attributes of each component. Every ounce of every ingredient changes the overall character of these blends, as does the barrel that each one is aged in. For that reason, these rums take months to polish and perfect. While we may be able to replicate the recipe for these releases, the unique nature of each ingredient and the barrel they are married in makes every bottling singularly special.

Some of these Private Release Rums will be sent in their entirety to specific stores and clubs. As we grow, we are dedicated to continuing to source the finest ingredients we can from around the world, and using them to blend spirits that are far greater than the sum of their parts. We cannot wait to share these projects with the world!

Barrell Craft Spirits, based in Louisville, Kentucky, is an independent blender and bottler of unique aged, cask-strength sourced whiskey and rum, that is increasingly being recognized for its blending expertise. We conceive of, design, launch, and talk about Spirits with a focus on what people want now and not what has been successful in the past. This affords us access to some of the most interesting and delicious spirits in the world. Our goal is to select and blend products that explore different distillation methods, barrels and aging environments, and bottle them at cask strength. Every batch is produced as a limited release and has an intentionally distinct flavor profile. Our award-winning line of products is currently sold in 43 states throughout the United States.

