

THE BUSH RUM CO.



↳ HAND-CRAFTED
TO AN AUTHENTIC
CARIBBEAN TRADITION



A Vibrant Island Tradition



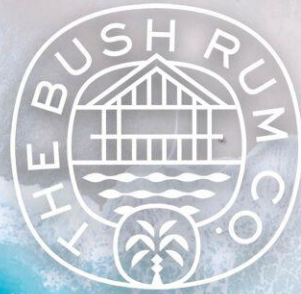
A Vibrant Island Tradition

Escape the commercial bars and tourist traps of the Caribbean and you will find the rum shacks frequented by locals. Their drink of choice? Bush Rum.

For centuries Islanders have infused the locally-produced rum with foraged herbs, spices and fruits to continue the vibrant island tradition taught to them by their parents.

Inspired by this practice, the Bush Rum Company blends traditional island rum with tropical fruits and spices to create a range of drinks that are bright, refreshing and subtly sweet – perfect for mixing or sipping straight up.





*Recycled to Protect
A Fragile Environment*

Recycle to Protect A Fragile Environment

Today, the very environment within which the Bush Rum tradition was born is under threat from climate change, rising seas and a tide of plastic pollution.

To help protect the fragile ecosystem of the Caribbean all our rums are packaged in 100% recycled glass bottles, use labels made from 95% sugar cane and contain no components that cannot be recycled themselves.

RECYCLED
100%
GLASS



Eco-friendly Natural
Cork Stopper

Biodegradable P.E.T
Shrink Capsule

Label 95% Sugar Cane,
100% Biodegradable

Bottle 100%
Recycled Glass





The Runns



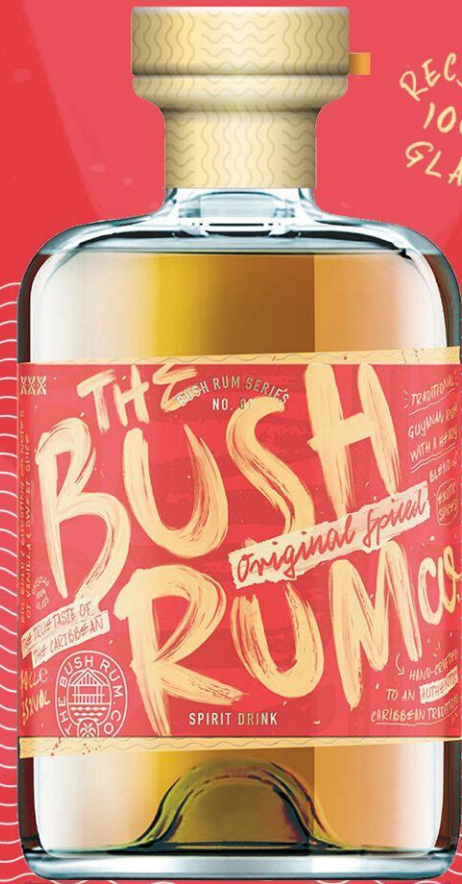
Bush Rum Original Spiced

Think you know Spiced Rum?
Think again.

This traditional island take on a spiced rum uses a mix of exotic spices to create a warm and inviting flavor profile unlike anything you have tried before.

On the nose there is fresh green apple, vanilla and caramel while on the palate it is mouth-coating and rich with bright top notes and a voluptuous depth of vanilla, nutmeg and warming spice.

70 CL
37.5% VOL



RECYCLED
100%
GLASS

Bush Rum Original Spiced

Bush Rum Original Spiced thrives at the heart of the world's most popular rum serves.

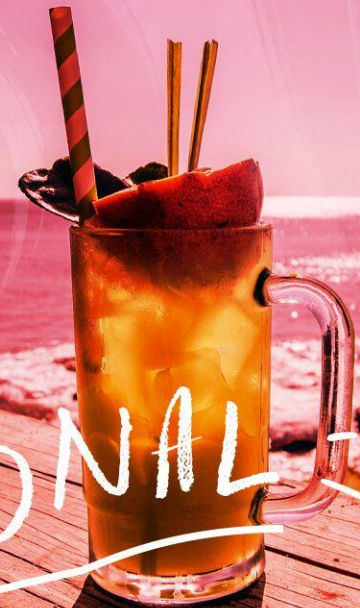
Bush Rum Original Spiced is perfect for sipping neat over ice, stirring in a rum old fashioned or mixing a classic Bush Rum and Cola.

For a classic Bush Rum & Cola:

1. Fill a highball glass with cubed ice
2. Add 50ml Bush Rum Original Spiced
3. Top with 100ml Cola or to taste
4. Squeeze in one lime wedge and garnish with fresh lime



TRADITIONAL
GUYANAN RUM

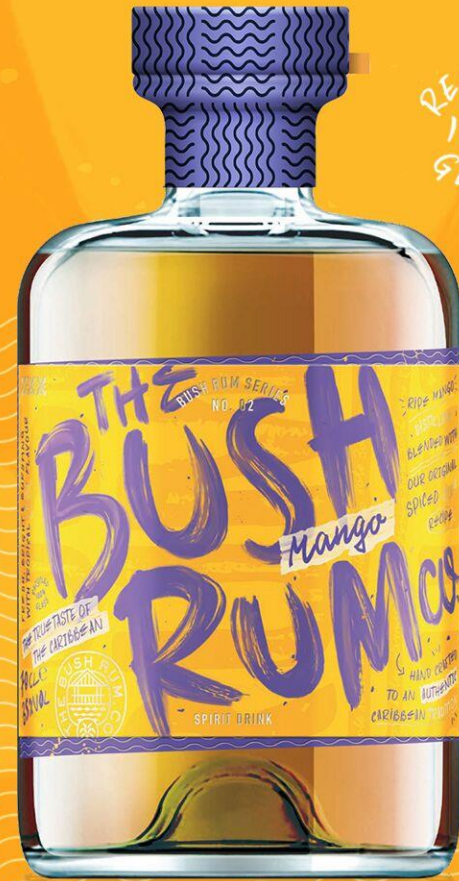


Bush Rum Mango

Using our Original Spiced rum as a base, Bush Rum Mango blends in ripe mango distillate to create a spirit that is fresh, bright and bursting with tropical fruit flavor.

Perfect for sipping neat or mixing in any number of serves, it carries a wonderfully bright fresh fruit character with notes of mango, vanilla, toffee and lingering background spice.

70 CL
37.5% VOL



RECYCLED
100%
GLASS

Bush Rum Mango



Pair simply with a range of mixers to create a vibrant mango-forward twist on a classic rum serve.

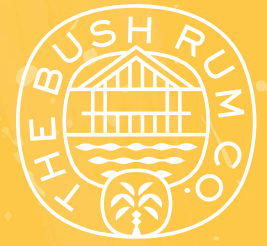
For a fresh take on a rum and ginger:

1. Fill a highball or large wine glass with cubed ice
2. Add 50ml Bush Rum Mango
3. Top with 200ml Ginger Ale or to taste
4. Squeeze in two lime wedges and garnish with fresh lime

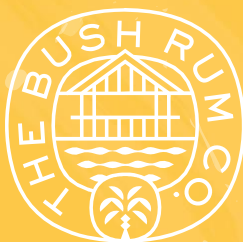


RIPE MANGO

Introducing Bush Rum Flavas



Bush Rum Tropical Citrus



Tropical Cooler

- 50ML BUSH RUM TROPICAL CITRUS
 - 150ML LEMONADE
 - CITRUS FRUIT GARNISH
- POUR INTO A GLASS WITH ICE AND GARNISH WITH A WEDGE OF FRESH ORANGE OR LEMON.

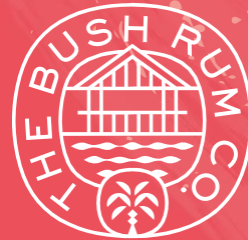
We blend the sweet, tropical flavours of Pineapple, Mango and Passionfruit with the freshness of Orange & other Citrus fruits.

A Spiced Rum that is totally tropical with a warming spice finish. Great for mixing or sipping neat with ice.

Perfect served with Lemonade (Fanta Lemon for those holiday vibes!), ice and a wedge of citrus fruit.

Tastes great with Cola, Ginger ale, fruit Juice & Soda or as part of a classic fruity cocktail.

Bush Rum Passionfruit & Guava



Passionfruit Rumtini

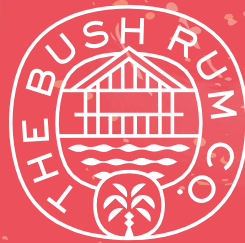
- 50ML BUSH RUM PASSIONFRUIT & GUAVA
- 20ML PASSIONFRUIT LIQUEUR, PUREE OR JUICE
- 20ML PINEAPPLE JUICE
- 15ML SQUEEZED LIME

ADD INGREDIENTS TO ICE FILLED SHAKER AND SHAKE UNTIL COLD. STRAIN INTO A GLASS AND GARNISH WITH A PASSIONFRUIT HALF AND A SHOT OF PROSECCO.

Packed full of tangy, juicy natural Passionfruit, combined with the tropical, mellow sweetness of Guava; finished with soft Vanilla and warming Spice.

Bush Rum Passionfruit and Guava is made to mix. Delicious served with Lemonade, ice and a citrus or passionfruit garnish

Tastes great with Cola, Ginger and any classic, fruity cocktails like a Passionfruit Rumtini.





A Unique Proposition

A Unique Proposition

Today, the Bush Rum Company is the only brand to bring the vibrant island tradition of Bush Rum to worldwide markets.



The bold and vibrant flavours are well-placed to appeal to the modern consumer palate and have been specifically developed to mix well in the world's most popular rum serves.

The recycled packaging provides an important point of difference and supports the protection of the fragile ecosystem within which Bush Rum has thrived for generations.

The standout design reflects the vibrancy of the Caribbean and has been developed to appeal to a younger consumer demographic of either gender.

Bush Rum is the choice of the local people of the Caribbean – an island tradition that has been developed over generations. Today, we are proud to be able to share this tradition with you.

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