

BECKFORD'S[®]

Rum



BECKFORD'S Introduction



The Beckford name in the context of the Caribbean is often just remembered for the family who were plantation owners, culminating in the fabulously wealthy William who became England's richest commoner.

However, our range of Beckford's Rums are also named after and in honour of the one Beckford society can be proud of. Henry Beckford was a freed slave who attended the world's first anti slavery congress in London in 1840, by invitation. He was an ardent abolitionist and was possibly the first black man to be accepted into polite English society as a beacon of light emerging from a dark past.

The event has been immortalised by a painting now hanging in The National Portrait Gallery with the caption "*In equality and intelligence*".

BECKFORD'S®

Rum

Beckford's One of the fastest growing rums in the UK



Marketing strategy 2022

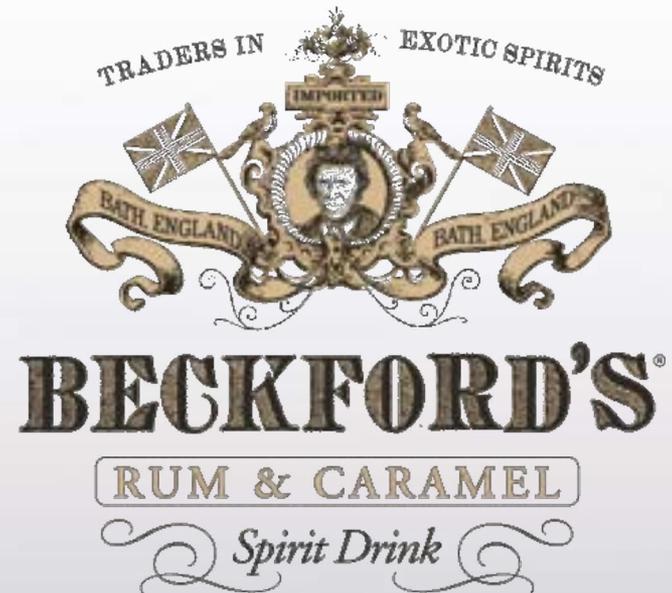
Consumer

-Attending 134 + consumer events across the UK.

Trade Shows

- Northern Bar Show
 - Farm Shop & Deli
 - Speciality Food Show
 - International drinks Expo
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- 20cl & 70cl Glass bottles
- 25% ABV
- Best served neat over ice
- As a long drink add a splash of appletizer/juice or ginger ale and a slice of orange
- Ideal to use with Affogato, ice cream, coffee etc





TRADERS IN EXOTIC SPIRITS
IMPORTED
BATH ENGLAND BATH ENGLAND

BECKFORD'S®

WHITE PEARL
RUM & COCONUT
Spirit Drink

- 20cl & 70cl Glass bottle
- 25% ABV
- Best served neat on the rocks or as a Champagne Colada, Champagne or Prosecco, splash of cream/coconut milk, pineapple juice or pink lemonade and crushed ice garnished with a slice of Pineapple.



No. 012

BECKFORD'S
RUM

ESTD 1874
PORTER
Tastes in Spirits
From all four corners of the Earth
BECKFORD'S
WHITE PEARL
RUM & COCONUT
Spirit Drink



- 70cl Glass bottle
- 40% ABV
- Just add a splash of ginger ale, Pineapple juice/soda or lemonade, ice & garnish with fresh pineapple.





TRADERS IN EXOTIC SPIRITS
IMPORTED
BATH, ENGLAND BATH, ENGLAND

BECKFORD'S[®]

BLACK PEARL

SPICED RUM
Spirit Drink

- 70cl Glass Bottle
- 40% ABV
- Antiguan spiced Rum with raisin, ginger, cinnamon, all spice & our little secret.
- Smooth enough to drink neat or serve with ginger ale/ginger beer or coke and a sprig of mint & ice.

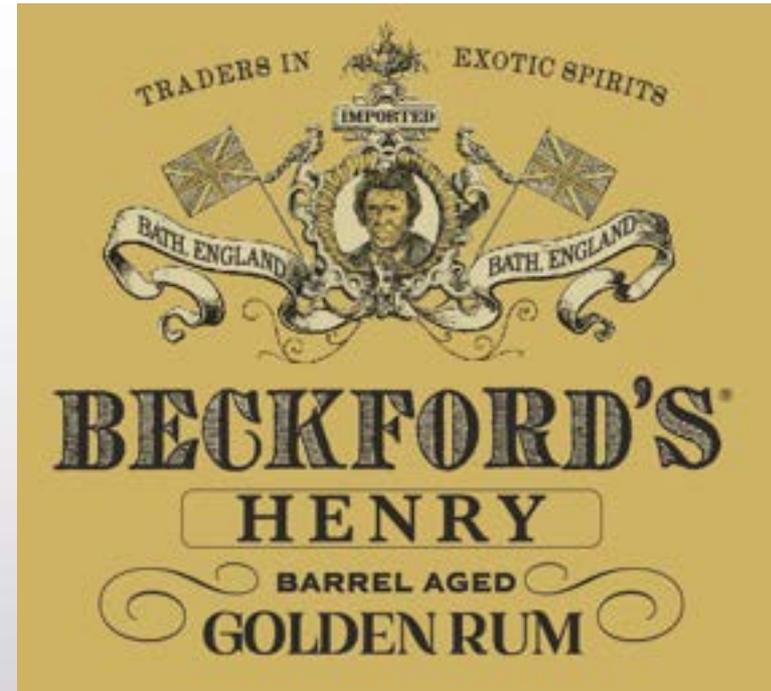


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RUM

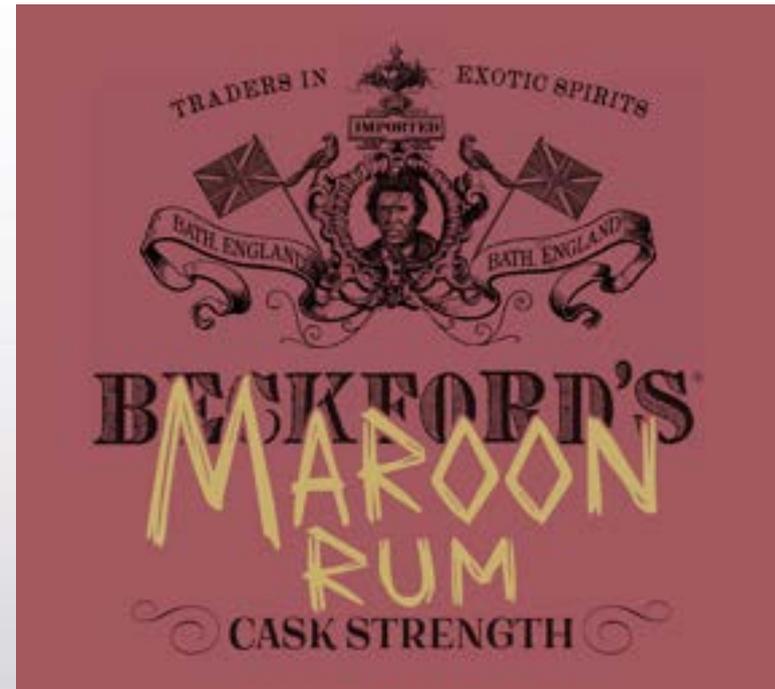
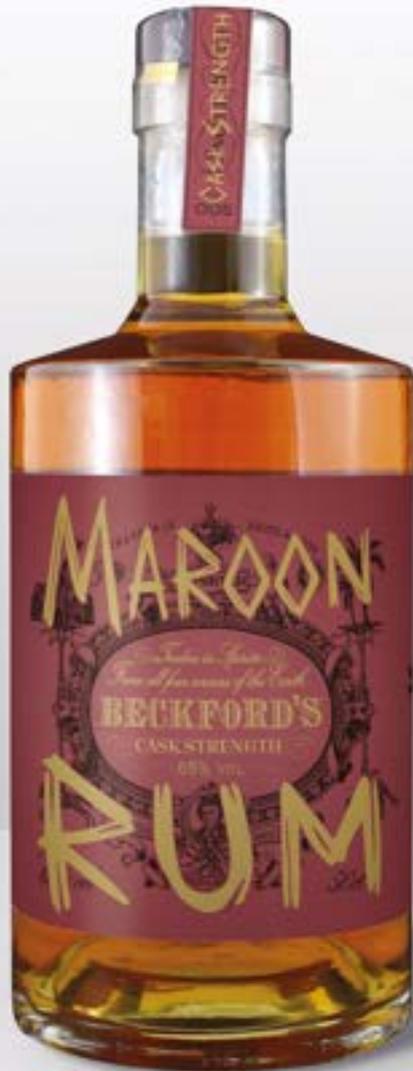
BECKFORD'S
RUM



- 70cl Glass Bottle
- 40% ABV
- A Caramel Rum with a Kick! Folly produces a smooth Caramel finish and a robust flavour
- Enjoy as a hot toddy with spiced cider, splash of Folly or drink with one ice cube with a slice of lime.



- 70cl Glass Bottle
- 40% ABV
- A blend of two aged Rums from Barbados & Nicaragua- a class drink to best enjoyed neat with a slice of lime & ice or a mixer.



- 50cl Glass Bottle
- 65% ABV
- Premium White and 5 year aged Caribbean Rum blended with various flavours inc Caramel, Juicy Orange, Beet, Ginger, Vanilla and a few of our secrets.....
- Take it slowly and enjoy with a good ginger beer, ice & a slice.

Thank you

BECKFORD'S
Rum

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