



## FAVOURITE CARIBBEAN RUM IS SET TO BRING THE 'SPIRIT OF SAINT LUCIA' TO UK SHORES

Famed Caribbean spirit producer, St Lucia Distillers, is bringing a taste of the island to cooler shores, by launching its range of Bounty Rums, right here in the UK. Brought to the UK market by independent spirits producer, Mangrove Global, the premium selection of rums is set to ripple through the domestic spirits market and become a firm favourite of rum lovers across the country.

Bounty was established in 1972 as the principle rum brand of St Lucia Distillers, a united venture created when the last two distilleries on the island, the Dennery Distillery and Roseau Bay Distillery, merged. The liquid itself is now distilled in St Lucia's scenically beautiful and agriculturally rich Valley of Roseau and captures the festivities of the island – a sense of fun that carries through into every sip of the spirit.

The range of spirits are a blend of column still rums, made from Caribbean-sourced molasses – with the exception of Bounty Dark, which is a blend of column still and pot still rums. It's a range known for its clean and soft mouthfeel – as well as its strong character, which lends itself to both neat servings as well as cocktails. The signature serve for any Bounty rum is simple and delicious: a generous shot topped up with Coca-Cola to create a Bounty and Coke; a drink truly worth celebrating.

In regard to the range – there are a number of flavour profiles to choose from. Where Bounty White Rum gives smooth notes of tropical citrus, Bounty Gold gives you butterscotch aromas and rich raisin fruit. Where Bounty Spiced Rum gives you nutmeg and vanilla, Bounty Dark provides sumptuous notes of chocolate, clove, and cinnamon. The overproofed Bounty 151 packs a punch at 75.5% ABV but with tasty toffee notes. And for a true tropical spirit,

Bounty Coconut Rum Liqueur gives a surprisingly complex but sweet take on a spirit that's incredible in simple or complex mixes.

The Caribbean has long been known as one of the best regions for rum production, with each island having its own distillates and preferred varieties. Visit Saint Lucia, and you'll see that everyone is drinking Bounty – it's the local tipple of choice, especially during the annual *Carnival* celebrations. It's so embedded in the local culture that across the island you'll see bars brightly painted in the *Bounty* brand colours; glorious shades of yellow and red.

Located in the East of the Caribbean, the island is known for its dramatic landscape, warm sandy beaches, and hospitable atmosphere. With coral reefs and rainforests bursting with life – visitors are encouraged to find their sense of adventure and not to take life too seriously. That's, 'the spirit of Saint Lucia' – the brand ethos, and it's poured into every bottle.

Bounty Rum Gold 70ml 40% ABV, from £23 RRP.

**Notes to Editors:**

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**Mangrove Global** [www.mangroveuk.com](http://www.mangroveuk.com)

Mangrove Global was established by John Coe and Nick Gillett in 2006 who built up a team of experienced employees who are passionate about spirits. In early 2023 Mangrove was acquired by GBH, based in Martinique, and has since incorporated the SPIRIBAM rums into its portfolio. Nick Gillett remains the MD of Mangrove Global, overseeing many spirits professionals, mixologists, sales and brand experts with extensive experience in both the On and Off trade UK spirits market. Following a successful 2023, the company plans to expand in 2024 with new outlets, greater reach and a wider presence in the market.

Mangrove's hand-picked portfolio has been carefully built around dynamic, innovative brands with a strong eco-responsible sensibility. The company has been able to develop many brands that have now become leaders in their category based on effective marketing activations, great commercial agility and an effective communication strategy.

With more than 300 B-to-B business partners, Mangrove has recently recorded strong growth in its turnover, which has increased from £10.5m in 2015 to over £21m last year.