THE RUM BARREL

SUPPORTING CRAFT DISTILLERS REACHING NEW MARKETS

THE RUM BARREL

INTRODUCTION

A boutique firm, that guides and promotes craft distillers (spirit brands) to customers in Europe.

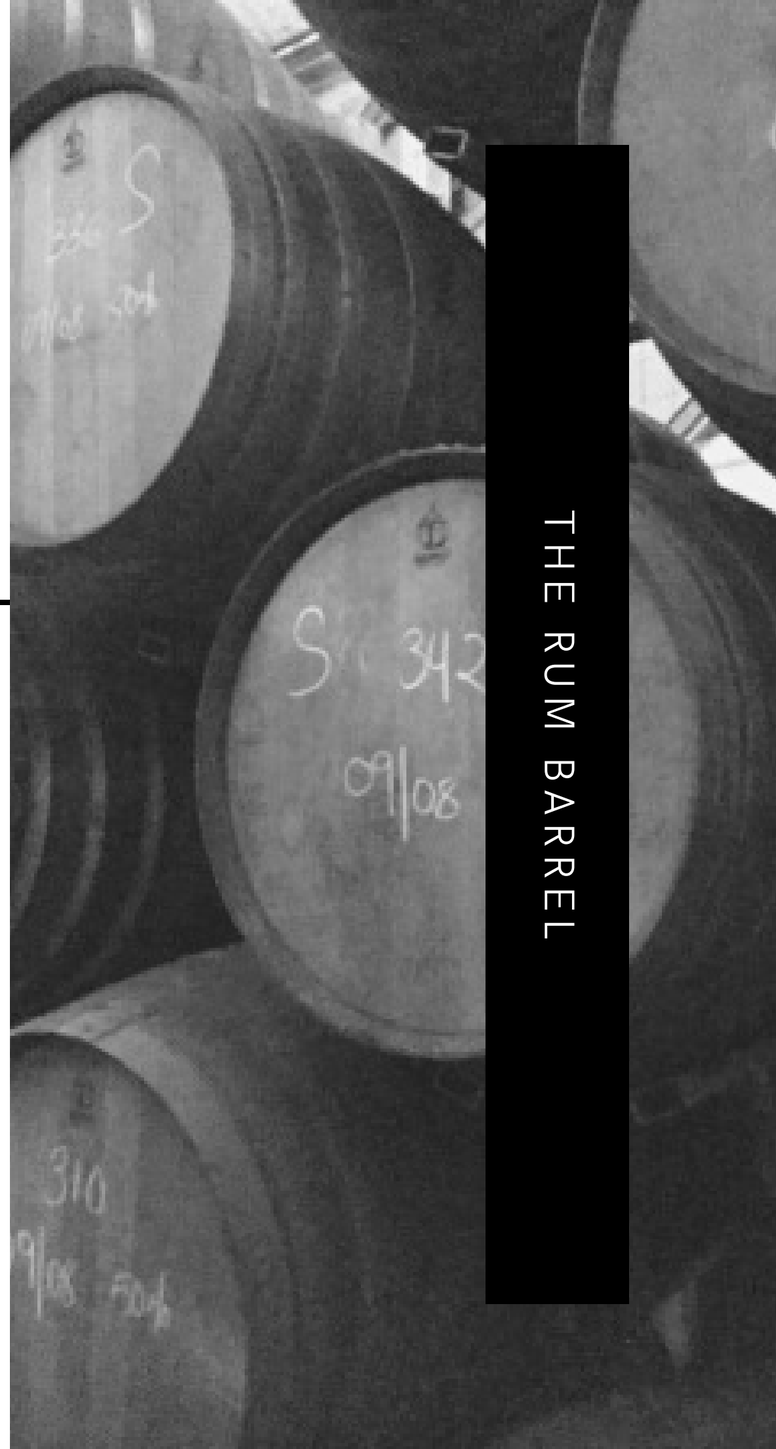
The playbook is a simple desire to help another business grow.

We support craft spirit entrepreneurs in their quest to expand their brand into new territories.

Our focus is to keep our portfolio agile, so we can serve our partners to the fullest.

OUR COMMITMENT

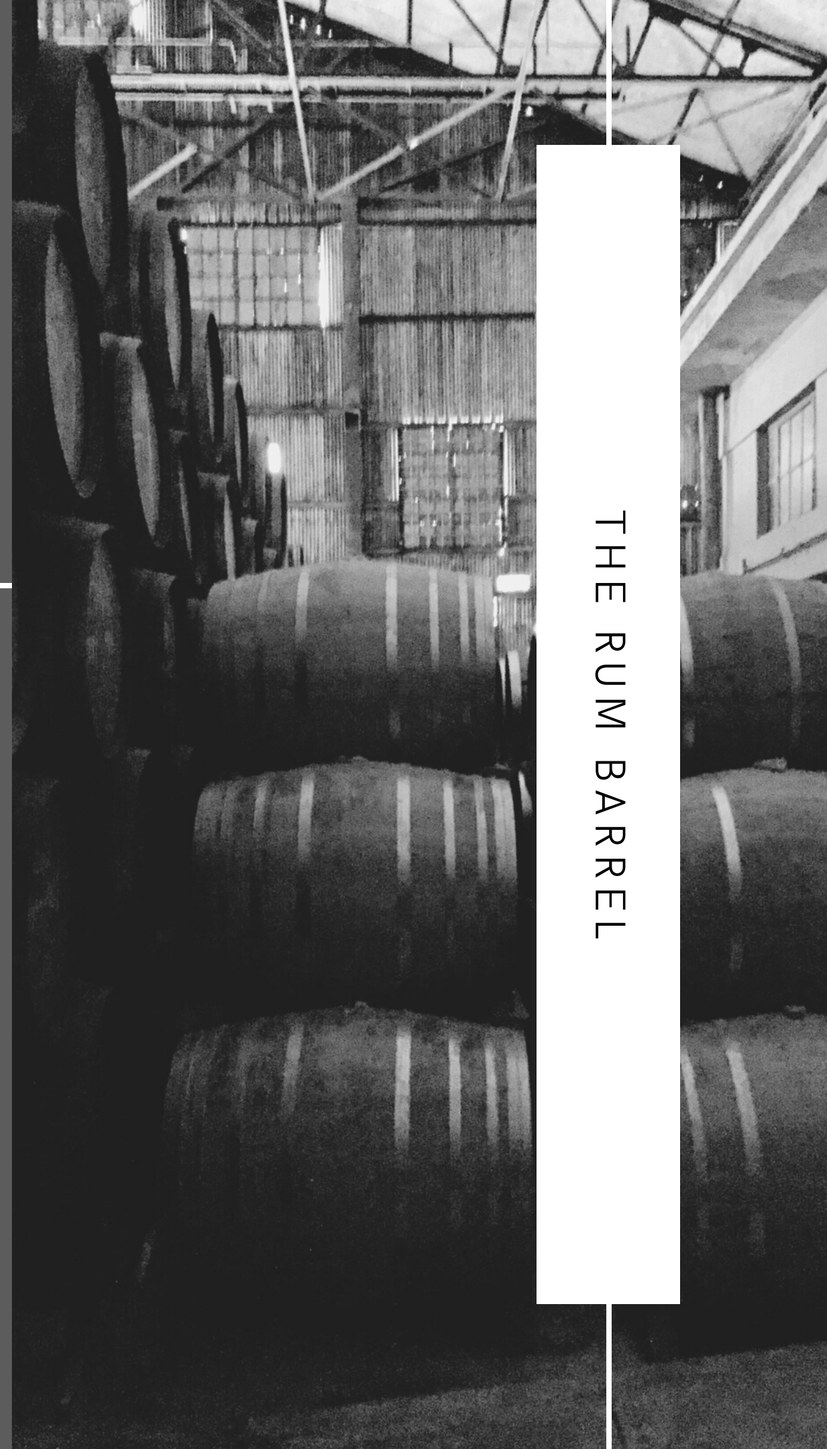
"Every barrel has a story
we are here to help you share
that story across borders"



OUR PLAYBOOK

The Rum Barrel develops international sales & distribution networks for the international spirits industry.

Our network includes chain intermediaries, trade promotion agencies, retailers and market experts.



THE RUM BARREL

MARKET ASSESSMENT

Identifying the unique value proposition of your product. Review and connect with buyers, chain intermediaries & market experts

MARKET DEVELOPMENT

Identifying the ideal distribution channel. Prospect buyer search (importer a/o distributor and direct buyer approach

MARKET COMMUNICATION

Brand promotion - (on and offline) tastings, social media, dedicated category trade shows, and country representation

ACCESS TO CAPITAL

Support your business in the quest for growth capital

Introduction to investors (network)

Advice on developing investment plan (business, pitch etc)

“no deal – no fee” principle

SUSTAINABILITY

Support around sustainability practices (ICSR, Fair trade, ISO 26000)

Technical advice on topics like energy, waste and water management

THE WINE & SPIRITS INDUSTRY

Certified in the major spirits categories
In-depth market knowledge and attentive on trends
Solid network in the spirits B2C supply chain

BUSINESS ADVISORY

Experience in advising entrepreneurs in general business and growth
Passion and robust knowledge regards sustainability

ACCESS TO CAPITAL

Frontrunner in impact finance for SMEs
Supported many SMEs in their growth capital quest
Solid network among (jmpact) investors: from venture capital, impact funds, HNWI and venture philantrophy

REFEFRENCES

SUSTAINABLE RUM SUMMIT

A PLATFORM TO

ACCELERATE RESILIENCE AND SUSTAINABILITY IN TOMORROW'S RUM BRANDS

WWW.SUSTAINABLERUM.ORG

ONLINE LIBRARY

Online collection of research papers, business cases, publications and tools, provided by and for the rum community.

VIRTUAL EVENTS

Webinars deep diving into research, business cases, pitches and more on sustainability from industry peers.

HELP A DISTILLER OUT

Place your query to the rum community. For business support and pitch your business case online for investors.

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