



**KAVANA**  
RUM



## WHAT IS KAVANA?

Kavana is a distributor's dream. Kavana is a rich, hand-crafted, double-distilled, smooth-filtered, and naturally-flavored rum.

Beyond that, it has a great price point, national recognition, great demand, distributor support, and did we mention national recognition and great demand?

## OUR STORY

For far too long, there has been a massive chasm in the rum space. The high-end is super-high and not very well-marketed. The retail end has been dominated by pirates, parrots, and coconuts.

Kavana changes all of that. This is an ultra-premium product and brand with the marketing in place to fill that chasm and bring rum back to its rightful place as the drink of choice for the premium buyer.



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## KAVANA SILVER

We wanted to make a Silver Rum so clean and so smooth that it would not exclusively be enjoyed in cocktails. Yes, we created a 'sip-able' Silver Rum which not only serves as the perfect foundation for any cocktail, but performs very well naked on the rocks.



## KAVANA GOLD

This is the drink we were aiming for when Kavana was born. Kavana Gold is so pure, so smooth, and so delicious that it is almost a shame to mix it with anything. We allow Kavana Gold to mature to its peak flavor in the choicest of barrels which are housed in a select climate until all of the natural flavors are infused into every drop, giving Kavana Gold an unrivaled taste.



## KAVANA JAVA

Imagine enjoying all of the robust yet subtle flavors of freshly-brewed coffee, perfectly mixed with premium rum. That is what we have done with Kavana Java. When most premium brands use syrups and artificial flavorings, we spare no expense and make our Kavana Java with real coffee. Sure, it is perfect for sipping and mixing, but also for cuisine as well. Kavana Java is far and above what you've tasted before.



## NATIONAL SUPPORT

### Sports Sponsorships

#### Blancpain GT World Challenge/Kavana

The Kavana Cup is the premier sports car racing prize with a purse of \$500,000 available for drivers.

With live events in 11 locations across the country and television coverage provided by CBS, Kavana is filling the gap left by Patron Tequila, which left sports car racing after the 2018 season after being purchased by Bacardi.

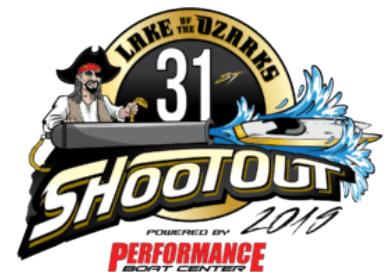
Each location will feature Kavana at the race and at after-race celebrations in each of the respective host cities.



#### Lake of the Ozarks 31 Shootout

The largest boat race of its kind, the 'Lake of the Ozarks Shootout' sees tens of thousands of spectators lining the course as racers from around the world compete for this prestigious victory.

Kavana is a Platinum sponsor for the 2019 event which will be broadcast on television and radio, providing us over 100 ad runs for the event. Kavana will also have tasting stations during the event as well as a celebratory after party for racers and spectators alike.



#### First Annual Country4Country concert in Marion, IL

Kavana and Pepsi MidAmerica teamed up to bring the first annual Country4Country concert in Marion, IL, featuring Brantley Gilbert & Montgomery Gentry.





## CULINARY OUTREACH

Chef and Surgeon, Dr. Michael Fenster is the only person in the world who has professorship positions in both a medical school and a culinary school.

He has been developing recipes focused on Kavana Rum which he will be featuring in his next cookbook as well as his cooking television series.

From Kavana Java French Toast to Kavana Glazed Salmon, Kavana Rum is becoming a chef's go to choice for cuisine.



## ADDITIONAL SUPPORT FOR DISTRIBUTORS

- 200,000+ followers on social media across our entire company
- 36 million views on YouTube
- Distributor support network for events & promotions
- National advertising & marketing in place
- Events, promotions, and other incentives for retailers and on-site establishments



## KAVANA PRICING

	Retail	Distributor
Silver -	<b>\$29.99</b>	<b>\$16.10</b>
Java -	<b>\$35.99</b>	<b>\$19.15</b>
Gold -	<b>\$39.99</b>	<b>\$21.15</b>

## CONTACT

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