



Banks 5 Island Rum Bestowed Best New Product at 5th Annual Spirited Awards™

One of 18 to win coveted award at Tales of the Cocktail® 2011

NEW YORK—July 28, 2011—Less than one year since launching in the United States, Banks 5 Island Rum captured the prestigious Riedel Crystal Award for Best New Product, beating extensive competition. The award marks Banks 5 Island rum's 5th industry accolade.

Tales of the Cocktail is the world's premier cocktail festival, bringing together the most respected minds in mixology for five days of cocktails, cuisine and culture. Presented annually at Tales of the Cocktail, the Spirited Awards™ honor the very best of the cocktail industry. Winners are selected by leading mixologists and a prestigious international judging committee.

Ann Tuennerman, Founder of Tales of the Cocktail festival, promises, "If you're wondering where the cocktail industry is headed, The Spirited Award recipients are a good place to start."

Since its release in August 2010, the excitement towards Banks 5 Island blended rum as a premium white rum has quickly gathered momentum internationally, driving distribution from the United States to seven key European markets and New Zealand. Rum is the 4th largest spirits category in the world and the United States ranks the second rum market by volume.

Legendary botanist and explorer, Joseph Banks, who sailed on the Endeavour with Captain Cook, inspired Banks award-winning blend. From the Caribbean to the East Indies, Banks 5 Island rum is crafted from 21 of the world's best rums. Each island brings a unique character to the blend. The result is a smooth, dry, flavorful white rum with complexity, character and depth that is excellent to drink straight and can enhance any cocktail. In complexity and character, Banks 5 Island rum is the first premium white rum of its kind.



www.banksrum.com



Editor's note:

Arnaud de Trabuc, a noted rum executive with decades of experience, invited international branding and design agency Design Bridge to create a premium white rum that expressed the rich story of its namesake explorer Joseph Banks and the sophisticated, bespoke blend.

The Blend. Each island that was chosen for the 5-Island blend contributes a unique characteristic to the flavor profile. Banks 5-Island Rum found its backbone and structure in Trinidad, its complexity and body in Jamaica, its zest and subtle sweetness in Guyana, and its spice in Barbados. The final twist comes from a rare ingredient (Arrack) from the island of Java that delivers a unique, exotic aroma and an exceptionally long finish.

Awards, since launching in 2010, Banks 5 Island Rum has won:
Best White Rum, Golden Rum Barrel awards, Rumfest 2010, UK
Best rum in Daiquiri, Chairman's Trophy, Ultimate Cocktail Challenge 2010 & 2011, USA
Best rum in Mojito, Chairman's Trophy, Ultimate Cocktail Challenge 2011, USA
Gold Medal, Design & Packaging, Rum Masters 2011, USA
Best New Product, Riedel Crystal, Tales of the Cocktail Spirited Awards 2011, USA

Design Bridge is an international branding agency that creates, revives and develops consumer and corporate brands. Founded in 1986, Design Bridge offers integrated brand solutions with expertise in innovation, brand strategy, brand identity and brand packaging. The agency works across 40 different countries worldwide from offices in London, Amsterdam and Singapore.

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