

RUMP@BLIC ORIGINS INTRODUCED TO MARKETS: LAUNCH EVENT IN THE UK AND NEW DISTRIBUTION IN GERMANY



Rump@blic, the new rum range from Illva Saronno, has launched its **Sicilian Legacy** and **Origins** lines in the UK market, thanks to collaboration with its subsidiary, **Disaronno International UK**.

At the launch party held at **Trailer Happiness**, the award-winning Tiki bar on Portobello Road in London, **Rump@blic** shared the secrets of its exploration into the history of rum production and distillation around the world.





This journey led to the limited editions of **Sicilian Legacy** — a 100% Jamaican blend that reflects the intense notes of its island origin and the roundness of Sicilian Marsala from the casks in which it is aged — and the **Origins** line, which highlights the tradition and origins of rum with blends sourced from the most renowned areas of the “**Rum Belt**”, such as **Africa, Spain, and Southeast Asia**.

Peter Dries, Trade Marketing Director of Disaronno International UK, commented on Rump@blic’s entry into the UK market at the event:

“We’re excited to introduce our Rump@blic range to the UK. Rump@blic is bringing a fresh and bold approach to the world of rum. The result is a truly unique and complex set of flavors, with exceptional aromatic notes and spices that enhance the tasting experience. Our rums are perfect for sipping neat or using in cocktails, as each expression of Rump@blic is a true lesson in the art of rum distillation.”



With these solid foundations, Rump**u**blic has also implemented an effective distribution strategy in the **German market**, thanks to its collaboration with **Wein Wolf**, the local distributor with whom it participated in the recent Rum Festival held in Berlin from **August 31st** to **September 1st**. This was a significant moment for brand visibility in a strategic trade show context for the German market, where excellent results were recorded: approximately **4000 visits** on the first day and **1500** on the second day of the festival.



The product that garnered the most interest among German consumers was **Rump**u**blic Origins Ghana & Eswatini**, distinguished by its balanced aromatic profile, with spicy and peppery notes that make it particularly appealing to rum enthusiasts in search of new sensory experiences.

