

## **Starting December 2012, US-based rum specialists will be adding Cuban style rum to their growing portfolio of bulk rums, available to distributors and brand owners**

*Rum Runner Press, Inc. The alcohol beverage industry is one of the few veritable recession-proof businesses throughout the world. People like to drink, and a slowing economy is no reason to stop consuming. Savvy business people know this very well and recognize the increased profit involved when the brand being consumed is their own. Texas-based Rum Runner Press, Inc., is preparing an offering of Cuban and Caribbean-style rums for its selected clientele.*

Round Rock, Texas ([PRWEB](#)) November 15, 2012 -- Over the past two decades, rum has been steadily stepping outside of the shadows cast by vodka and whiskey, deliberately inching its way towards a position of market dominance. Today, two of the top four selling distilled spirits brands in the USA are rums and, due to its momentum, this trend is likely to continue into the coming decades. In 2011, Americans consumed 225 million liters of rum, up from 153 million in 2001. While the rum industry players benefit from this trend, those who own the rum brands reap additional benefits: first, by obtaining a profit on the bottles sold and second, by witnessing the value of their brands increase, to the point where the brands can be sold for healthy profits.

Owning a rum brand (a “private label rum” in industry parlance), once was a luxury that only the largest companies could afford, but the surge in rum’s popularity, especially the increase in consumer’s predilection for small batch, artisan blends, has made it possible for most any business to own one.

For almost two decades, Rum Runner Press has been one of the closest-guarded secrets in the rum industry. The company specializes in bulk rum brokering, rum formulations, and turn-key private label solutions. Owners Luis and Margaret Ayala are the specialists who Master Blenders around the world turn to when they have questions or need assistance. The Ayalas are behind many successful private labels and the brain trust behind the establishment and optimization of many existing craft distilleries.

“We derive a lot of enjoyment from fine tuning rum formulations to better reflect the changing palate of today’s consumers,” explains company Vice President Margaret Ayala. “Most of our clients initially feel that they cannot afford a consultant, but it is quickly evident to them that they really cannot afford not to have us on board,” adds Luis Ayala, President of Rum Runner Press.

The process of creating a private label is very simple:

1. A rum profile is identified, possible choices include Cuban, Jamaican, Guyanese, French, Naval, Spanish, Spiced, Flavored, etc.
2. A formula is developed to match the profile.
3. The dressing (glass bottle, cap, label, box) is designed to match the profile.
4. Depending on the profile and target market, one must apply to different regulatory agencies to fulfill their requirements.
5. Supplies are ordered for bottle dressing and for the rum.
6. When all supplies arrive, the bottling can take place.
7. The finished product is shipped to the client.

Companies can certainly contact distilleries directly to engage them in the above steps, but what makes Rum



Runner Press unique is that they already know which distilleries have the best prices for specific rum styles. They have also worked with many distilleries for so long, that they get preferential prices not likely to be offered to others; the same applies to glass bottles and paper goods.

Send an e-mail to [PrivateLabel\(at\)GotRum\(dot\)com](mailto:PrivateLabel@GotRum.com) for additional information.

Additional resources:

[Bulk Rum Supplier](#)

[The Rum University](#)

[The Rum Shop](#)

["Got Rum?" Magazine](#)



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