

## Rum Runner Press Announces the Addition of a New Line of Solera-Aged Bulk and Private Label Rums to its Portfolio

*Rum Runner Press, Inc. The rum industry is one of the few veritable recession-proof businesses throughout the world. Each year, despite the global economy, more and more people turn to rum. Savvy business people know this very well and recognize the increased profit involved when the rum brand being consumed is their own. Texas-based Rum Runner Press, Inc., is preparing an offering of classic Solera-aged rums for its selected clientele.*

Round Rock, TX ([PRWEB](#)) December 18, 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.

As new and established beverage brand owners look to take advantage of the growing popularity of rum, their toughest challenge is where to source quality rum. In the USA there is an abundance of inexpensive (subsidized) white rum, ideal for producing spiced and flavored products, but there is a veritable shortage of high quality, genuinely aged rum. Rum Runner Press has been filling this void, by bridging the gap between distillers looking to sell their aged rum inventories and private brand owners seeking to increase or supplement their brand portfolios. Rum Runner Press has commercial relationships with the leading rum producers throughout the world and -thanks to its purchasing power- it has access to special prices and rum reserves not available any other way.

Starting January 2013, Rum Runner Press will offer its worldwide clients a new range of Solera rums, all aged to perfection using the time-tested Spanish method employed by the leading Sherry producers. The Solera lineup includes:

- Aged Rum, 2-3 Year Old Solera
- Aged Rum, 5 Year Old Solera
- Aged Rum, 8 Year Old Solera
- Aged Rum, 10 Year Old Solera
- Aged Rum, 12 Year Old Solera
- Aged Rum, 15 Year Old Solera

These rums are aged in tropical climates in selected American oak, ex-Bourbon casks. The rums are available in either bulk quantity, ready to be blended (or formulated by the client) or can be shipped bottled and labeled ready for sale.

“Soleras were invented in Spain to reduce or eliminate yearly differences between grape crops and their distillates” says Luis Ayala, President of Rum Runner Press. He adds “a properly executed and maintained Solera not only achieves this goal, but is also the source of the oak depth and complexities behind some of today’s most recognized aged rums.” Luis Ayala is always travelling the world, visiting rum distillers, evaluating their inventories and production capabilities, constantly searching for exquisite rums to add to his company’s portfolio.



This line of Solera-aged rums represents sugarcane distillates from different countries and regions, each one selected for its unique characteristics and authenticity. The rums can be shipped worldwide in a variety of shipping containers and at different alcohol strengths.

For more information, please visit:

[www.BulkRum.com](http://www.BulkRum.com)

[www.GotRum.com](http://www.GotRum.com)

[www.RumShop.net](http://www.RumShop.net)



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