

HALEWOOD

Wines & Spirits

PRESS RELEASE

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HALEWOOD SHAKES ON DEAD MAN'S FINGERS

Halewood Wines & Spirits, specialist in innovative and artisanal spirits, has added the funky small batch spiced rum brand Dead Man's Fingers to its premium portfolio.

The founders of the Rum & Crab Shack in the British seaside town of St. Ives, Cornwall created the Dead Man's Fingers Spiced Cornish Rum in 2015 and immediately began to build a cult following.

The liquid is an inspired blend of Caribbean rums resulting in an exceptionally smooth taste, with notes of saffron cake, sweet sherry, caramel, vanilla and cinnamon, nutmeg and orange.



Neythan Hayes, the founder of Dead Man's Fingers, said, "We believe we've produced a liquid that is as good as any established or contemporary spiced rum out there.

"While we have achieved success to date through a handful of on and off-trade listings, Halewood's distribution structure will drive growth and allow more people to enjoy it as much as we do – this is what we're really excited about."

The modern Tiki cocktail trend is flourishing in the global bar scene and consumers are experimenting with higher quality rums. The acquisition of Dead Man's Fingers is a timely move by Halewood, which has made great strides in the past few years to offer a range of products at various prices to the trade and consumers.

Dead Man's Fingers (ABV 37.5%) becomes the fourth brand in Halewood's premium rum portfolio, which also includes the award-winning Rum Sixty-Six, Liverpool Rum and Sadler's Peaky Blinder Spiced Rum.

Commenting on the deal, Stewart Hainsworth, Group Chief Executive at Halewood Wines & Spirits, said, "Our business strategy of investing in premium artisanal spirits is paying huge dividends. We place great importance on the authenticity and quality of the brands"

Simon Roffe, Managing Director Global Travel Retail added: "If the duty free and travel retail operators can find a way to incorporate new brands such as these and work with smaller suppliers, then they will surely be the drivers of innovative travel retailing. New pack

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The Sovereign Distillery, Wilson Road, Huyton, Liverpool, L36 6AD

formats of Dead Man's Fingers Rum, including 5cl minis and 100cl versions, are being developed and will be made available to the travel retail business in the coming months."

For more information about Halewood Wines & Spirits in duty free & travel retail please contact simon.roffe@halewood-int.com or visit booth 207 at the Summit of the Americas (19-21 March).

Ends

About Halewood Wines & Spirits

Halewood Wines and Spirits is the UK's largest independent alcoholic drinks manufacturer and distributor. Still family owned and based in Merseyside, with offices in London's Mayfair, Halewood has a comprehensive product range covering all drinks categories, including wines, spirits, beers, ciders, and bottled water. The key brands include award-winning Whitley Neill Gin, J.J. Whitley Gin and Vodka, Liverpool Gins and Vodka, Marylebone Gin, John Crabbie whisky, Bajan Rum Sixty Six, Aber Falls distillery, Crabbie's Alcoholic Ginger Beer, The Pogues Irish Whiskey, Red Square Vodka, Hawkshead brewery and Sadlers Brewery.

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