

NEWSFRONT

TIKI LOVERS RUM APPOINTS WORLDWIDE LIBATIONS

Tiki Lovers Rum has appointed Worldwide Libations, LLC as its sole U.S. importer. Tiki Lovers was created by Stephan Berg and Alexander Hauck, renowned mixologists and founders of other highly successful spirit brands.

During one of their many trips as ambassadors for their brands, Stephan and Alexander had an experience in a Tiki-themed bar where the drinks tasted flat. It was then that the idea of creating a range of blended rums ideal for use in Tiki cocktails was born.

All Tiki Lovers Rums are all-natural and at higher proof. Not only because this reduces pouring costs, but also because it improves the intensity, flavor and taste. The Tiki Lovers Rum comprises White (100 proof), Dark (114 proof) and Pineapple (90 proof), all available in 750ml for a suggested \$29.99.

“Our Tiki Lovers rums are high quality, flavorful rums made to truly improve famous tropical drinks and all rum-based cocktails at sensible pouring costs,” noted Stephan Berg.

