

# PARCE RUM

- AGED 3 YEARS -  
MADE IN COLOMBIA. **MADE CON GUSTO.**

## A COLOMBIAN CONCEPT.....



**Colombia** // Explore this beautiful country rich in history, culture and natural wonders. It is home to the friendliest people and the most beautiful landscapes and produces the best coffee, the freshest flowers and the most distinguished rums.

**Parce** // An ultra-premium, craft Colombian rum that welcomes you with an embrace as warm as today's Colombia.

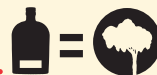
## A BLENDED CRAFT RUM.....

- \* Parce is blended by Master Blenders Arthur and Brojen Fernandes Domecq of Bogotá Colombia, who have a combined history of more than 50 years working with fine rum.
- \* Parce's distillate is blended in Panama, Guyana, Trinidad & Tobago and Colombia.
- \* The final blending and bottling takes place in Colombian coffee country: Quindío.

## 3-YEAR TASTING NOTES.....

- \* A smooth, complex spirit blended with 80% sugar cane and 20% molasses at 43% ABV.
- \* Aged in bourbon oak barrels.
- \* Aged and blended with notes of buttercream, honeysuckle, caramel and vanilla bean that come from age.
- \* Smooth and delicate on the palate with a warm finish.
- \* The smooth yet bold and lively feel of this rum make it perfect for cocktails like daiquiris and mojitos.

## PARCE GIVES BACK.....



- \* For every bottle of Parce Rum 3-Year sold, Parce Rum contributes towards their highly successful tree planting program in deforested regions of Colombia.
- \* To date, more than 30,000 trees have been planted, with 60,000 more estimated in the coming year.



[parcerum.com](http://parcerum.com) | [turquoiselife.com](http://turquoiselife.com)

Parce Rum 3-year, 43% Alc. by Vol. ©2017 Imported by Turquoise Life, New York, N.Y.

# PARCE RUM

- AGED 3 YEARS -  
MADE IN COLOMBIA. **MADE CON GUSTO.**

## SPECS

**Format:** 1 Liter

**Pack Sizes:** 6 bottles/case

**ABV:** 43%

**Base:** 80% Sugar Cane // 20% Molasses

**Countries:** Panama, Guyana, Trinidad & Tobago, Columbia

**UPC:** 610395953418

**SRP:** \$34.99



## COCKTAIL PROFIT CALCULATOR



### THE AIRMAIL

- 1 1/2 oz Parce 3-Year Rum = \$1.24
- 3/4 oz lime juice = \$0.07
- 1 oz honey = \$0.20
- 1 oz prosecco = \$0.25
- 1 dash Angostura bitters = \$0.15
- 1 mint leaf = \$0.02

TOTAL COST per cocktail: \$1.93



Cost per Cocktail	Price per Cocktail	Bar Cost	Profit
\$1.93	\$12.00	16%	84%



### DUSK & BREEZY

- 2 oz Parce 3 Year Rum = \$1.65
- 4 oz Ginger Beer = \$0.40
- 1 oz Orange Curaçao = 0.21
- 1/4 fresh lime = \$0.10
- 1 splash prosecco = \$0.12

TOTAL COST per cocktail: \$2.48



Cost per Cocktail	Price per Cocktail	Bar Cost	Profit
\$2.48	\$12.00	20%	80%