

13°11'N

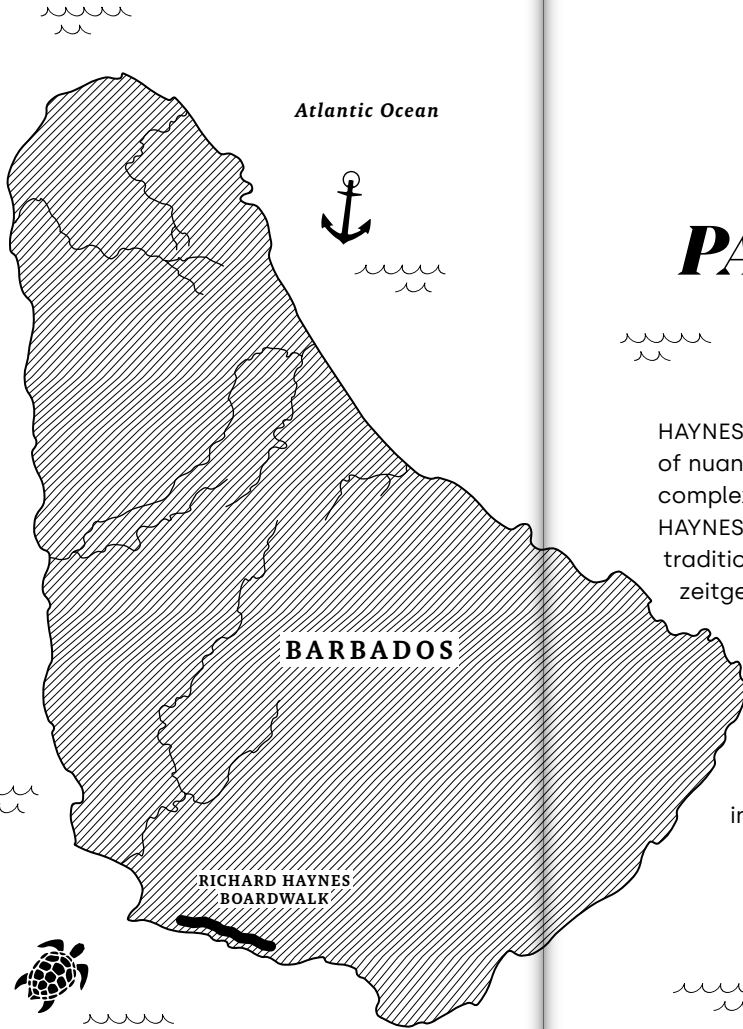


59°32'W

HAYNES

FINEST CARIBBEAN RUM

FROM PAST TILL NOW
AGED 8 YEARS IN OAK



Atlantic Ocean

BARBADOS

**RICHARD HAYNES
BOARDWALK**

Caribbean Sea

HAYNES RUM

from
PAST till
NOW



HAYNES Rum — a melting pot of nuances, as unique and complex as its history. In its taste, HAYNES Rum combines both traditional values and a modern zeitgeist. Caribbean flair meets

the British spirit of discovery of the 18th century — like a mirror reflecting the colourful hustle and bustle on the eponymous *Richard Haynes Boardwalk* in Christchurch, Barbados.



HAYNES



HAYNES RUM

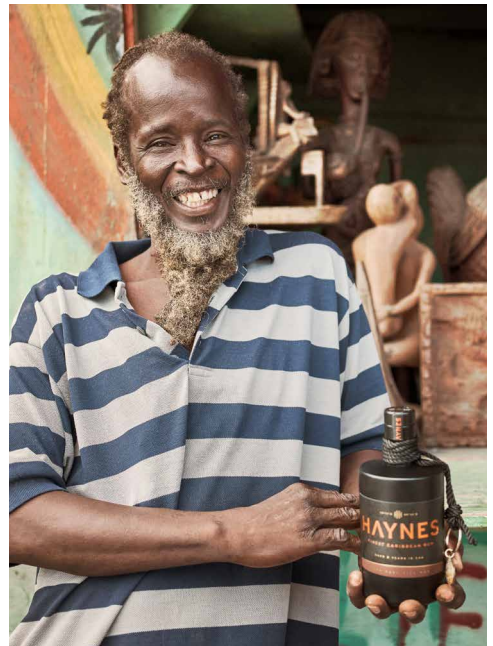
The promenade is a place of contrasts that come together and merge in a harmony as if it had never been any other way. The epitome of island bliss and perfect for spotting wildlife such as hawksbill turtles. The culinary experiences can be calm and elegant or relaxed and balanced in some places – while hot party vibes dominate in others like in the Chill Cafe Bar.



HAYNES RUM

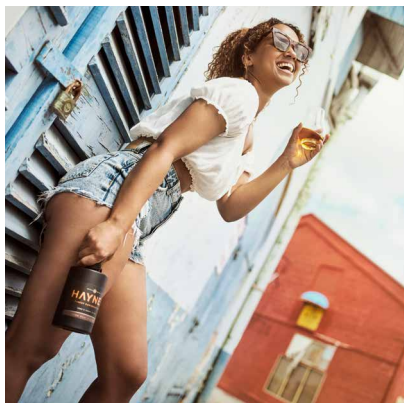
HAYNES Rum is the bridge
to these exotic coordinates.

An anchor between the
old world and modern society.
Created from spicy wood notes,
its genesis is as legendary
and intense as the 1764
crossing of HMS Tartar from
Portsmouth to Barbados.
It marked the breakthrough
of a challenge long believed
to be insoluble in seafaring –
the problem of length.





truly
GREAT
THINGS
take TIME



HAYNES RUM

HAYNES Rum, with its 26-year barrel maturity, is fundamentally different from all typical Caribbean rums.

Once again, the parallels to science become apparent here. If you want to develop something truly special and great, it takes time – quite literally.





HAYNES RUM

More than half of the exquisite HAYNES Rum ages in virgin oak barrels for more than eight years. The other part matures for at least three years in old bourbon barrels. As if that were not deep enough, it is aged for a further 15 years before the two parts merge and develop their distinctive flavour profile. The combination of these two maturation processes creates a full-bodied taste that is arguably unique between the shores of the Caribbean and mainland Europe.



when
TWO
parts
MERGE





*from DAY
to NIGHT*



HAYNES RUM



Distinct, spicy wood notes meet a light vanilla note with sweet accents. These fine flavours are preserved by sieving the precious liquid, because HAYNES Rum does without any kind of filtration entirely. Through gentle sieving, it unfolds its unadulterated aroma and its unmistakable, authentic signature. Made from adventures and grown from the hundreds of stories that have unfolded between the Caribbean and Europe – on water, on land and in the minds of the people.

The special combination of the two types of groups reflects the centuries-long coexistence of different cultures on the Boardwalk in Barbados. It is precisely this thirst for interaction, community, togetherness and connectedness that characterises our generation more than ever – and it is found in every drop of HAYNES.



HAYNES RUM

The moments show emotional glances, hot kisses, pure zest for life as well as culinary delights.

Nothing has faded from the magical glamour of the *Richard Haynes Boardwalk* in Christchurch.

The famous promenade sparkles with the spirit of the individualists who stroll there – and floods the hearts of all who land, disembark and join the community on the island.

And if you think all this is idyllic and romanticised, you are advised to board a ship bound for the Caribbean, head straight for Barbados and take in the warm Caribbean breeze in Christchurch harbour.

A lively feast for the senses is about to begin. Welcome to the world of HAYNES Rum – a real dream of history, adventure and culinary delights.

HAYNES Rum.
From past till now.

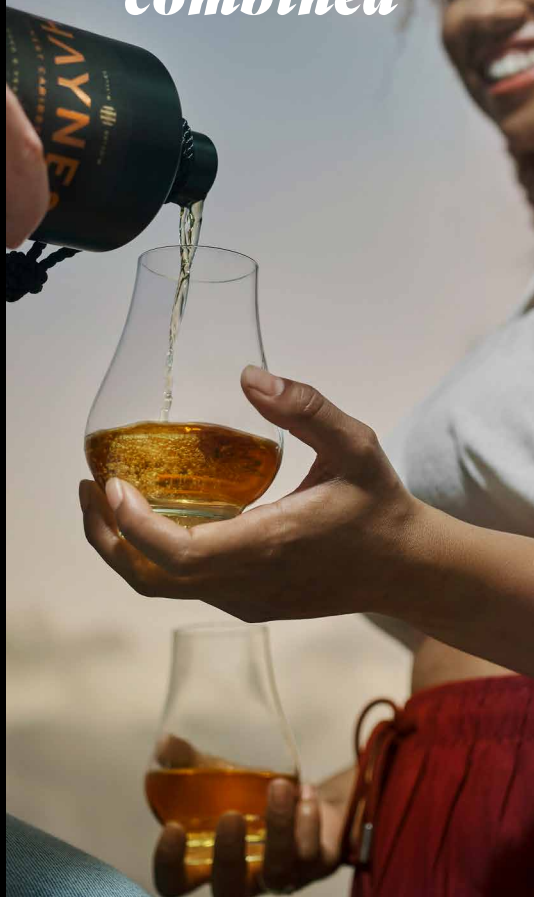




a **UNIQUE**
characteristic
TASTE



*two
PRECIOUS
parts
combined*



HAYNES Rum – a real masterpiece inside and out. Delicately matched to complement each other, the twofold ageing in wooden barrels gives the Caribbean gold its unmistakable, authentic character. To find the exact moment when the aromas have developed in a perfect and balanced way before they enter into a symbiosis requires the greatest care, patience and necessary finesse. That is why every bottle of HAYNES contains a large portion of passion – paired with craftsmanship.

 Colour <i>golden-yellow</i>	 Bottle size <i>50 cl</i>
Serving temperature <i>Pure at 16 – 19°C</i>	Alcohol content <i>40% ABV</i>
Flavour profile <i>Full-bodied with pronounced, spicy wood notes and subtle vanilla flavours on the palate.</i>	
Perfect Serve <i>The finely balanced rum is perfect for pure enjoyment. Its complexity also guarantees high mixability.</i>	



HAYNES RUM

Coordinates

The cultivation of cane sugar has long played a central role for Barbados. Rum has been produced here since the 17th century.

Rope cord

The distinctive cord knotted in a figure of eight is reminiscent of a ship's rope and evokes associations of freedom and adventure, of nature and the sea, but also of performance and precision.

Horizon

The slightly curved line reflects the horizon. It symbolises the spirit of adventure that it takes to make a special rum.

Slogan

The slogan combines heritage and a modern taste profile with the clear promise of a unique, enjoyable moment.



HAYNES Rum
distinctive and
AUTHENTIC



EUROPE

Atlantic Ocean



From the Caribbean to Europe

BARBADOS



Caribbean Sea

HAYNES



WWW.HAYNES-RUM.COM