

**THE WILD GEESE®**  
**Golden Rum**

Wherever you are in the world,  
if you are of Irish descent you  
are part of this story and entitled to call yourself 'Wild Geese'

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A FINE BLEND OF AGED CARIBBEAN RUMS  
**THE WILD GEESE®**  
**Golden Rum**  
PART OF THE INTERNATIONALLY ACCLAIMED, AWARD  
WINNING LUXURY COLLECTION OF PREMIUM SPIRITS

13<sup>th</sup> May 2012

### FLYING IRISH IN RUM DEAL

TFWA  
Stand L35

- The Wild Geese Collection – **voted 'BEST IRISH WHISKEY' three times** – now extends to include a tantalising **Rum Collection**.
- Launched in European domestic markets – already proving a hit with consumers in Germany.
- Listed in some of the leading German bars and retailers.
- TFWA marks the launch of this extraordinary rum into Duty Free channels – **visit Stand L35**.
- **Don't Miss Out:** The Wild Geese Golden Rum is a powerful and memorable brand, mixing the inspiring story of The Wild Geese in the Caribbean with a high quality Caribbean rum.

#### THE WILD GEESE GOLDEN RUM

- Unique blend, belonging exclusively to The Avalon Group, made of hand picked parcels of aged rum and matured in bourbon oak barrels.
- Versatile yet complex pouring rum – great on its own and perfect for mixing cocktails.
- Outstanding shelf presence – UV label that glows in the dark.
- Commemorates the story of The Wild Geese in the Caribbean:
  - Forced into exile to work on plantations, their story of courage has largely been untold until now.
  - Determined to win freedom, those that escaped, blazed a trail across the endless blue as liberators and pirates of the Caribbean.

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To experience the latest addition to this internationally acclaimed Collection of Premium Spirits, join The Wild Geese at **Stand L35 at TFWA Singapore**.

Join us online, WEBSITE: <http://www.thewildgeesecollection.com>  
FACEBOOK: <http://www.facebook.com/thewildgeeseirishwhiskeycollection>

For more information, please contact: Aaron Maughan  
PR Officer  
Protege International  
[www.protege-international.com](http://www.protege-international.com)

[pr@protege-international.com](mailto:pr@protege-international.com)  
Tel: + 44 (0) 8700 339 866  
Mob: + 44 (0) 7760 338 276