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## Don Q launches 150th anniversary rum blend

New York design agency Viceroy Creative worked with 6th generation rum maker Roberto Serrallés to design a limited edition package to celebrate 150 years of Don Q heritage. Don Q's Reserva de la Familia Serrallés is a special blend from the master blender's archives.

MW Luxury Packaging manufactured the presentation box which has been designed as a keepsake. The pack is a three-piece, solid wood construction that includes an inset top panel designed as an ode to the barrels that aged the 20-year-old rum. Laser etched and ink in-filled text on the top further adds to the "barrel like" look and feel. Specially plated bronze corners and handle buckles were added to match the ink in-filled text. The inside of the pack has been created using a high-density EVA foam wrapped in a premium PU leather with subtle blind embosses of the company's seals and logo. The box also includes a certificate of authenticity and brand history booklet.

The Don Q limited edition anniversary rum has a RRP of US\$1,865 and will be available from this month in specialty outlets, such as Astor Wines in New York.

12 October 2015 - Felicity Murray *The Drinks Report*, editor

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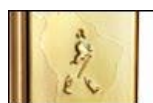
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