

FOLD

PUNCH

Caribbean rum has played an important role in the history of the Virgin Islands. In the seventeenth and eighteenth centuries, the production of Caneel Bay rum and sugar cane was at its peak, with most being shipped to Denmark and other European ports. In operation until 1885, the Caneel Bay Sugar Mill (now the Equator Restaurant) was one of many sugar and bay rum mills on the island of St. John. Since the 1950s Caneel Bay has become a world-renowned resort. Today we share our heritage and our reputation with an equally famous name among rum connoisseurs - Cruzan Rum.<sup>®</sup>

Cruzans (pronounced CROO\_zans) are the inhabitants of our neighboring island, St. Croix. Their name graces the rum that has been produced at the Estate Diamond distillery in Frederiksted since 1760 under the management of the Nelthropp family, guardians of this legacy for five generations.

Today Cruzan Rum is enjoyed throughout the Caribbean and the world, mixed into hundreds of different recipes (one suggestion is offered on the reverse of this card). Some top-shelf rums are enjoyed straight-up as sipping rums, while many proclaim that there is no better way to enjoy the taste of the Caribbean, than simply by mixing rum and Coca-Cola<sup>®</sup>.

Whatever your preference, we ask that you sample this "taste of Caneel Bay" with our compliments...