

MATES

GOLD RUM



MADE BY MATES
DRINK WITH MATES

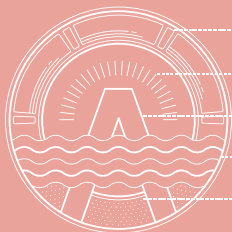
#DRINKWITHMATES
WWW.DRINKWITHMATES.COM

THIS RUM IS FOR YOU MATE

A superb, unique and funky 3 to 5 year old rum blend.
Made by Mates, Made for Mates.

Our natural, premium quality and environment-friendly rum blend is one of a kind. We decided to fuse natural rums without adding sugar or other additives. The result: a unique blend of Barbados and Dominican Republic rum, finished with a subtle trace of Jamaican pot still rum.

Mates Gold Rum is the perfect combination for a sweet, fruity and smooth drink that suits every moment with your mates. That is why we have created our symbol to show you the Mates moment but mainly to remind you that we live in an environment that we treasure and should keep clean.



SUGARCANE

SUNDOWNER

OUR ICON -A- OF MATES

SEA

BEACH



／ HOW MATES IS MADE

Here's your crash course on rum. Rum is a distilled alcoholic drink made from sugarcane by-products, such as molasses. The molasses is fermented and distilled until it becomes a clear liquid, which is then usually aged in oak barrels.

Ok, let's not go into more details...

Our idea was to blend different types of naturally processed rums without sugar or other additives to invent a golden combination. The good news is: we found it! So what's in it?

Three to 5 year old rum from Barbados, a country that is known for its English style rum. This rum has a wonderful, authentic flavor topped off with great smoothness. We blend this with Dominican Republic rum, with a similar 3 to 5 year old age. The rum from this area is referred to as Spanish style rum, known for its sweeter taste. To add some funkiness and fruitiness to this combination, we added a wee bit of the Jamaican pot still rum. The finishing touch of our unique and superb rum blend!



MESSAGE IN A BOTTLE

There is a story behind every bottle. Let us share ours. Bottles come in all shapes and sizes, so how do you choose the perfect one? We agreed that it had to be smooth, comfortable to grip and easy to pour. Furthermore, we wanted it to be as eco-friendly as possible. All requirements combined resulted in our own bottle design, available in three sizes: the regular Mates (700ml), MidiMates (350ml) and our nicknamed TravelMate: MiniMate (100ml).

A little explanation, from top to bottom. The durable wooden cap seals the top opening of the bottle and is secured with a specially designed capsule. The neck has a small notch - also referred to as the 'bartender grip' - so you can use one hand on the bottle neck to pour and one to hold your glass. Always comes in handy when drinking without mates (not recommended!).

Since this bottle shape is not average, labeling became a handicraft. Meaning that all Mates bottles are labeled by hand. This way we make sure every one of them meets the Mates standard. From Mates, with love.



/ MIX THE RUM

LIGHT 'N SUNNY

Our signature serve is known as being a Light drink with a Sunny touch. Serve Mates Gold Rum with ginger ale on ice and a lemon slice.

- Mates Gold Rum
- Ginger Ale
- Ice cubes
- Lemon

SUNDOWNER

Enjoy the moment! A perfect serve between 6 and 10 pm. Let's spice it up with Ginger Ale Spiced Orange and squeeze a lemon slice for extra freshness.

- Mates Gold Rum
- Ginger Ale Spiced Orange
- Ice cubes
- Lemon

MACO LIBRE

Be traditional but go out of the box. Pour your Mates Gold Rum in a glass full of ice, finish it with Cola and add a big slice of lemon.

- Mates Gold Rum
- Fever Tree Cola
- Ice cubes
- Lemon



THE
MATES
MOMENTUM



／ MATES ON A MISSION!

We want to make the world a cleaner place and we believe that the little things can make a difference. What do we do? First of all, we only use natural products and durable packaging materials with as little as possible harm to the environment. Secondly, we organize recurring cleanup events throughout the Netherlands funded by the Mates Foundation. When you buy a bottle of Mates, we donate €1,- to the foundation to collect money for the organization of the events.

With the cleanup initiative, we aim to take responsible drinking to the next level. And you can contribute! From beaches to canals and forests, we unite people to beaver away and go on a hunt for plastic waste.

Every event, we clean a new location throughout The Netherlands. And to fuel the team spirit during that day, the hunting efforts will be properly rumwarded. Yes, we'll finish with a good glass of Mates Rum on the house. Spread the word and gather your mates! Fun guaranteed.

MATES
GOLD RUM

MATES SPIRITS
FOUNDATION



／ WHERE TO BUY?

Now that we have your attention, you must have gotten curious about where you can buy your own bottles of Mates! Go to our webpage and click on "Where to Buy" and find your closest spot to drink or buy Mates.

Nevertheless, we are still busy looking for new places, hotspots or more. Are you interested in buying bottles of Mates? Or maybe interested in incorporating our rum into your business? Please feel free to contact us through email or leave you contact details on our website so we can get in touch with you!

Follow us on Instagram or Facebook to check our developments, discounts and all the hot items that are happening around and within Mates Gold Rum.



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MATES
GOLD RUM


FEVER-TREE

Esquire

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