

Florida Rum Society
Fourth Barrel Rum Merchant Program

Terms and Qualifications

April 28th, 2020

The Florida Rum Society (henceforth referred to as “FRS” within this document) consists of hundreds of rum enthusiasts and industry professionals who either reside within the State of Florida or spend much of their time therein. Collectively, the society seeks to uphold a high standard for recognizing the most trusted resources for general information on rum, identifying well-regarded locations for rum lovers to procure or enjoy various high-end rum offerings, and sponsoring events to assist our members and other rum connoisseurs in sharing and promoting the spirit they love.

With this in mind, the FRS created the Fourth Barrel Merchant Program, which seeks to officially recognize those Florida-based liquor merchant establishments that the society has deemed:

- Trustworthy allies to consumers who are able to appropriately guide those interested in rum
- Willing to stock and sell high-end or rare rums that would not otherwise be available in the area
- Specialize in furthering rum as a spirit category through hosting or participating in programs, festivals, and/or events that bring rum enthusiasts and FRS members together

To become a recognized Fourth Barrel Merchant member, the establishment must demonstrate a readiness to satisfy four main areas of criteria: a commendable rum selection, proper rum knowledge, a desire to engage in cross-promotional opportunities, and the willingness to engage in special events, purchases, and opportunities where and when possible. The specific terms and requirements that must be met *and* maintained in order to qualify as a member of the Fourth Barrel program are as follows:

Rum Selection

A pre-designated member of FRS must physically validate the presence of at least five (5) premium, imported, locally-sourced, or rare rums from at least three (3) different brands for sale within the store which are considered by FRS to be above and beyond the traditionally distributed stock that would be widely offered in a majority of chain/retail liquor establishments. A representative list of what brands/offerings qualify for the above is available in the appendix of this document. This list will be curated by the FRS and may be altered periodically.

Rum Knowledge

At least one (1) store employee must possess a working knowledge of rum as a spirit category. This means that they are able to appreciably explain and discuss the benefits and challenges of the modern rum market, recommend product to consumers based on listening to their specific tastes, refer those seeking to know more to valuable rum resources elsewhere, and identify opportunities for furthering rum as a category both within the store and their local area (i.e. being knowledgeable about local rum events and well-respected rum bars). The FRS member that visits the store will conduct an informal discussion with the employee(s) that will satisfy this requirement.

Cross-Promotional Opportunities

In pursuit of a mutually beneficial relationship, the Fourth Barrel member and the FRS will agree to allow and provide promotional opportunities to one another to grow their business and membership, respectively. This may take various forms, depending upon the establishment, but generally means that the FRS will be allowed to use the Fourth Barrel member's name & logo and promote it as such on social media outlets and on the FRS website, www.floridarumsociety.com, while also having them on an approved list of recommendations available to FRS members as a verified source for having a quality rum selection and for being an ally to rum enthusiasts. The list of Fourth Barrel merchants may also be promoted at various FRS-sponsored events. Additionally, FRS agrees to help promote when Fourth Barrel establishments receive stock of new products or special offers that will appeal specifically to FRS members.

In turn, the Fourth Barrel merchant agrees to promote the FRS where possible, including, but not restricted to, allowing FRS business cards that list the website and information on it to be visible and placed either in the rum section of the store or near the register, having a framed copy of the award naming the establishment as an official member of the Fourth Barrel program displayed visibly somewhere in the store near the rum section or register area, and providing a link to the FRS website on their websites. Both the business cards and framed award will be provided by the FRS at no cost to the establishment, and the store is responsible for displaying them and communicating if more are necessary.

Special Events and Other Exclusive Offerings

While not being bound to any one specific requirement or frequency for the following, the Fourth Barrel member agrees in principal to help further the Florida rum community in conjunction with the FRS by offering special opportunities and exclusive offerings to FRS members. This may take many forms, and can include things such as:

- In-store events such as rum tastings or other small-scale rum-based events (typically offered by brand representatives)
- Assisting with promotion and/or sponsoring of other special events in the local area that may be occurring in connection with the FRS (e.g. local rum festivals, rum-focused local group gatherings, rum events at local bars, etc.)
- Communicating special opportunities for purchases of limited rum offerings, including store or barrel picks, special releases or offers from distributors that may require pre-orders from customers, or other unique opportunities available exclusively through retail stores
- Providing exclusive product offers, coupons, or discounts to FRS members

Appendix - List of premium and rare rums

The following list is not intended to be all-inclusive, but representative of rums that FRS members generally consider to be premium and/or special offerings, which are both more exclusive in nature and

generally marketed more specifically toward rum enthusiasts than to the typical spirit consumer. If there are rums not appearing on the list that a prospective Fourth Barrel Member feels strongly should qualify them as having the necessary commendable rum selection to meet the above set criteria, they are invited to contact the FRS and inquire as to whether it meets our (admittedly) subjective standard as well.

QUALIFYING RUM SELECTION (as of 4/28/2020):

- Angostura Limited Releases
- Appleton Estate 21 year
- Appleton Estate 30 year
- Appleton Estate Joy
- Admiral Rodney's Line
- Caroni line
- Chairman's Reserve 1931
- Chairman's Reserve Forgotten Cask
- Clairin line
- Clément Cuvée Homère
- Clément Limited releases
- Dos Maderas Luxus
- El Dorado 21 year
- El Dorado 25 year
- El Dorado Limited Releases
- Foursquare ECS line
- Habitation Velier line
- Hampden Estate Line
- Holmes Cay line
- Plantation Extrême Line
- Plantation Private Cask Line
- Plantation Limited Releases
- Privateer DD collection
- Privateer Navy Strength
- Privateer Queen's Share
- Pusser's 15 year old Navy Rum
- Pusser's Limited releases
- Rhum JM Limited Releases
- Rum Bar
- Rum Fire
- Samaroli line
- Transcontinental Rum line
- Trois Rivières Line
- Worthy Park Single Estate Line