

MEET CRUSOE™



Please printed recycled stock

A better rum for a better cocktail + planet.

Inspired by the legendary Robinson Crusoe — a first class environmentalist — CRUSOE organic rum is a modern take on a classic spirit.

What's inside

We make CRUSOE from organic, fair trade sugarcane which has developed flavor and aroma at its own pace, not hurried along by chemicals. This results in great tasting rum, and helps keep land and water clean.

For CRUSOE silver, we sought to bring the raw, sweet character of sugarcane to your glass without complications. That's why we skipped the usual process of barrel ageing (for mellowing) and charcoal filtering (to strip out wood color and flavor) that's common to most silver rums. Instead, we use micro-oxygenation to mellow out our rum, which preserves the natural flavor and aroma of cane (no charcoal filtering) and helps avoid cutting down trees for barrels.

For CRUSOE spiced, we went WAY beyond the typical vanilla + sugar profile of ordinary spiced rums to bring you a bold dance of spices — cinnamon, nutmeg, allspice, clove, vanilla — coupled with orange zest and molasses. It's mighty good for sipping and cocktailing.



Why organic

Organic products are better for the planet and generally taste better. CRUSOE silver and spiced help keep 7 and 6 ft² of farmland, respectively, chemical free and our drinking water clean and pure.

Eco-friendly packaging

Good design doesn't need to weigh a ton or create extra waste and pollution.

That's why we use strong, lightweight bottles (600 g) and 100% post consumer waste recycled labels printed with soy inks.



100% PCW paper + soy inks



Pure Rum. Clean Water.™

For every bottle of CRUSOE sold, we provide one month of clean water for people in need around the world. We do it by building and maintaining wells in partnership with charity: water, a non-profit organization dedicated to bringing clean, safe water to people in developing nations.

CRUSOE is not just for making tasty cocktails. It's also for making the world a better place — one bottle at a time.

CRUSOE™ CRUSOErum.com
ORGANIC RUM

silver, spiced