



**V RUM**  
GREAT BRITISH  
RUM, CRAFTED  
& DISTILLED  
IN THE UK.





# SHAPING WHAT MODERN BRITISH RUM SHOULD BE

At the heart of V Rum is a story of ambition and doing things differently. Founded by husband-and-wife entrepreneurs Carl Churchill and Nicole Churchill, V Rum marks their fifth business venture together, built on the same bold thinking that saw them achieve remarkable success in the fintech world, scaling and selling businesses with revenues of **over £200 million across 27 countries.**

V Rum is more than just another venture to them; it's a passion project brought to life with purpose. From humble beginnings in a small distillery tucked away in an old builder's yard, Carl and Nicole have reimaged what Great British rum can be. Today, that vision stands proudly in Southampton, **at their £2.5 million, state-of-the-art distillery which can produce up to one million litres a year.**

V Rum is proud to be one of a handful of UK distilleries to control every stage of production, from raw ingredients to the final spirit, ensuring quality, provenance, and consistency in every bottle.

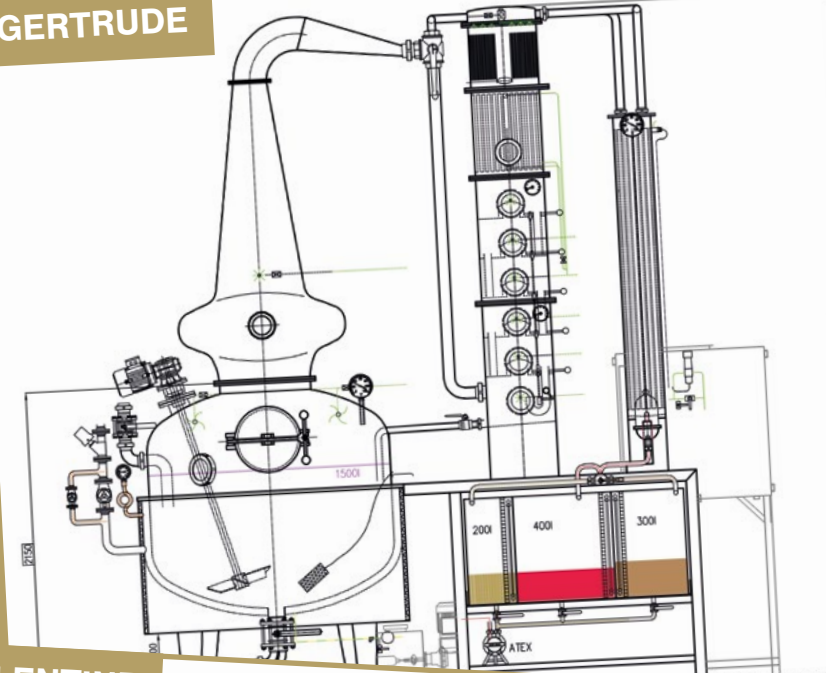


# MODERN GREAT BRITISH RUM

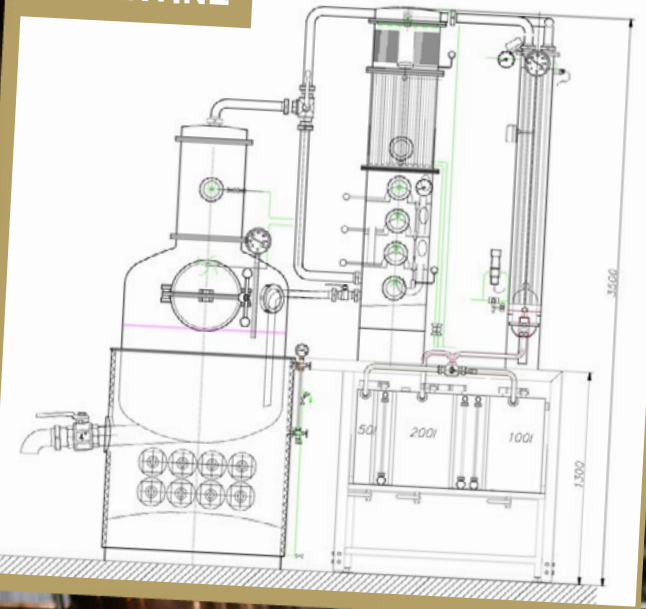
At the heart of our Hampshire based distillery we have a fermentation capacity of 24,000L and two Holstein-crafted copper stills with a 2,000L distillation capacity. This gives us a one million litre distilling capacity per year.

Led by award-winning Head Distiller, Mikey Melrose, every batch is carefully refined to deliver balance, depth, and smoothness, with the capacity to produce up to one million bottles annually without compromising quality.

GERTRUDE



VALENTINE



# THE V RUM RANGE



Rum  
**PREMIUM WHITE** • 40% Alc/Vol

Crystal-clear and pristinely smooth, with delicate citrus and vanilla notes, designed to elevate classic and modern cocktails.

**FORMATS:** 70cl, 5cl



Rum  
**OVERPROOF WHITE** • 60% Alc/Vol

Bold yet strikingly smooth, balancing power and refinement for unforgettable serves.

**FORMATS:** 70cl, 5cl



Spirit Drink  
**SPICED** • 37.5% Alc/Vol

Sumptuously sweet and golden, fusing warm spices, tropical citrus, and smoky pineapple for an indulgent spiced experience.

**FORMATS:** 70cl, 5cl

# RTDS: A FAST-GROWING PREMIUM OPPORTUNITY

The UK RTD spirits market is rapidly expanding, driven by premiumisation and demand for quality, convenient serves.

V Rum RTDs were launched July 2025 and deliver bar-quality flavour with the same sustainable ethos, crafted for modern, on-the-go occasions, made with our premium Great British Rum. **The cans are available in three stunning flavours, Grapefruit Twist, Tropical Crush and Spiced Rum Cola.**



Market expected to double from



**\$2.5bn**  
to **\$5bn**  
by 2035

RTD category expected to

# GROW

by CAGR of 6.5%  
2025 > 2035.



Strong shift towards

# PREMIUM & CRAFT



# LUXURY MEETS RESPONSIBILITY

At V Rum, sustainability is not an after-thought. The distillery is powered by renewable biomass energy and 100% green electricity, supported by an advanced heat recovery system.



First British Rum brand to use **100% RECYCLED** UK-made glass bottles



Bottle labels are made from **95%** sugarcane waste and 5% hemp

**100% BRITISH** molasses to reduce transport emissions



FSC-certified packaging with over **90% recycled content**



**HEAT RECOVERY**



systems used during production

**V-VISION FUND**

20p from every bottle sale supports grassroots sustainability projects



**100% renewable electricity** powers our distillery and office space.



# TRUSTED BY THE BEST

## SELECTED LISTINGS



VOCO®

SAVOY



THE IVY



THE NICI

## SECURED DISTRIBUTORS



MASTER of MALT

DRINK  
SUPERMARKET



CHAMPERS @ DRINKS

Matthew Clark

# BUILDING VISIBILITY AND DEMAND WITH RELEVANCE AND CREDIBILITY

## Appearances & Partnerships

Channel 4 (Sunday Brunch) | ITV (Love Your Weekend) | The Guardian | Muddy Stilletto's

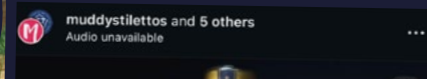
London Dungeon (Merlin Entertainment) | Spirits Business Magazine | GQ

Great Taste Book | National Geographic Traveller | Hampshire Life Magazine

ITV 1 & CHANNEL 4 TV coverage



2.8M+ REACH via Influencer / UGC / partnerships



V Rum Raises the Bar for British Spirits with Launch of New 100% Recycled Glass Bottle



~15M+ EXPOSURE via PR, Ads and print



## Notable Events

**EVENTS:** Top 50 Cocktail Bars | RumFest | Big Festival

**INTERNATIONAL EVENTS:** TFWA Cannes | TFWA Singapore  
Prowein | BCB Berlin



**146k**  
**FOOTFALL**  
across 24 events  
in 2025



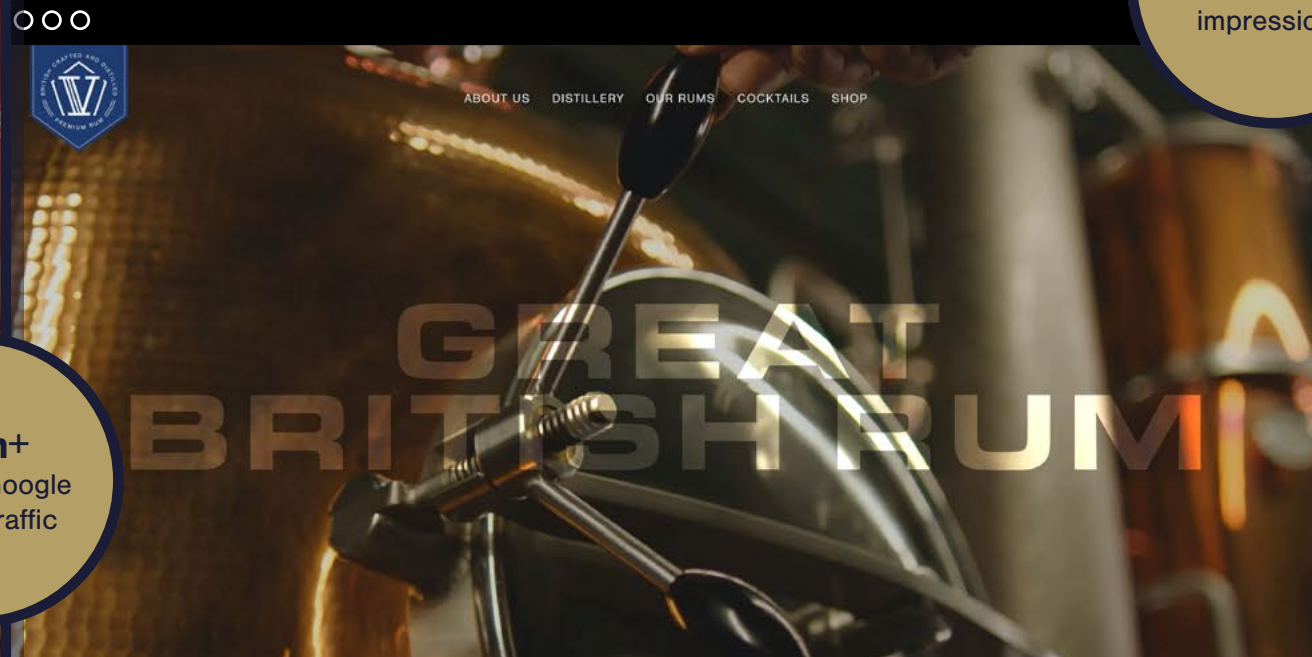
# BUILDING VISIBILITY AND DEMAND ACROSS SOCIAL AND WEB



**61k VIEWS**  
London Dungeon campaign



**18.7m+**  
owned social impressions



**1.2m+**  
organic Google search traffic



# WHO WE SPEAK TO: AUDIENCE PROFILE







**V RUM.**

AWARD-WINNING GREAT BRITISH RUM



Crafted & Distilled responsibly in the UK.