



CUSTOMER PRESENTATION

The Rolling Stones & Audience



- 1 250 million records sold. 1 in 2 music listeners are fans
- 2 Releasing Grammy winning albums into 2026
- 3 77m Spotify streams/annum. Highest earning live act of all time
- 4 Trans-generational fanbase
- 5 40m Social Media following, 70% below 45 years old
- 6 10m Fan-led Social communities
- 7 Access to 600k super fans, 40m Universal CRM
- 8 Universal, N.1 music business 40% market share



UNIVERSAL MUSIC GROUP

The 50 Year Creative Bond with Jamaica



The Stones didn't just visit Jamaica - they made music there, recording Goat's Head Soup their iconic 1972 album.

They then worked with Jamaica's greats - Peter Tosh, Sly & Robbie, Jimmy Cliff, Max Romeo, Toots & the Maytals, Lee Scratch Perry forging creative bonds that endured.

Reggae influenced albums from Black and Blue to Emotional Rescue and inspired them to sign Peter Tosh.

Jamaica became a creative home - a place of refuge, reinvention and musical exchange that gave them energy and a second wind.

This exchange sparked more than music. It inspired a rum that channels not just the island's essence, but the shared spirit they helped shape.

A handwritten signature in black ink, appearing to read 'Bob Marley'.

A handwritten signature in black ink, appearing to read 'Mick Jagger'.

Born out of exile, Made in Jamaica

Made with Jamaica's Finest



Crossfire Hurricane is **the first rum to unite small-batch blends from all four of Jamaica's legendary distilleries**, Hampden, Clarendon, Long Pond, and Worthy Park, making it a true expression of the island's rum heritage.



IAN BURRELL

THE GLOBAL RUM AMBASSADOR

VOTED 10th MOST GLOBAL INFLUENTIAL
LIFETIME AWARD AT TALES OF THE COCKTAILS 2025

Our Co-Maker our Brand Ambassador is one of the most travelled and acclaimed figures within the drinks industry who has created the world's first international Rum festival (The UK RumFest) and inspired the birth of rum festivals around the world including Miami, Berlin, Paris, Rome, Madrid, Prague, Hong Kong, California, New York, Chicago and Mauritius.

Crossfire Hurricane Reserve €44.99 RSP



Crossfire Hurricane Gold €34.99 RSP



Award Winning Liquid



Founded in 1969, the IWSC is recognised globally for its rigorous evaluation process. This year, more than 4,000 spirits from nearly 100 countries were entered, with all products assessed through blind tasting by panels of leading industry experts. **Only 6 rums** got similar accolades

HUGE PR LIFT FROM LAUNCH with 3BN Impressions across US, UK, Ger, Fra, Swedish Premium Publications

Forbes

Forbes

GetränkeZeitung

INSIDEHOOK

VARIETY

**Bloomberg
Pursuits**

verge

THE SPIRITS NEWS

Spirituosen
-Journal.de



NewWave*

DIGEST WIRE



ALLT OM
WHISKY.se

y!entertainment

THE SPILL

BY INSIDEHOOK



shortlist



"WORLD'S BEST WINE MAGAZINE"
GOURMAND INTERNATIONAL AWARDS

Livets Goda

BEVNET®

The Whisk(e)y Wash

SL.MAN

FOODDAYME
by christopherastrm

UNCUT

THE MANUAL



Earned Press Highlights



Forbes

Forbes

Tony Sachs, Writer

May 1, 2026

UVM:

S - O, M, P, Q, W

LINK

The Rolling Stones' New Jamaican Rums Are Surprisingly Good

The elder statesmen of rock sourced the blends from four legendary Jamaican distilleries, and got one of the most respected names in rum to sign off on the blends.

How long have the [Rolling Stones](#) been around? So long that critics and jaded fans alike have been calling them old geezers for more than *fifty years*, when [Mick Jagger](#) and [Keith Richards](#) had yet to see their 30th birthdays. To be fair, the world of rock music was a far different place in those days — with few exceptions, by the time acts had been around for a decade or so, they were considered oldies acts. But the Stones, who had their [first hit record](#) when JFK was president, keep on going, defying the odds and Father Time himself, and as I write this they're getting ready to release their 27th album, not counting the *dozens* (hundreds?) of greatest hits compilations and live recordings they've put out over the decades.

The Stones aren't just rock n' roll pioneers, they're pioneers in the art of monetization. In 1981, they were the first band to tour with corporate sponsorship — I'm not sure how well that worked out for Jovan Musk, but it did set a precedent that's commonplace today. In 1989, they shocked the music world by charging an unheard-of \$30 for tickets to their Steel Wheels tour. While \$30 probably couldn't get you in the parking lot for a Stones gig nowadays, it did mark the start of

the trend toward dynamic pricing and having to take out a second mortgage to afford concert tickets. And while they weren't the first artists to market their band as a brand, they did so aggressively, shamelessly, and quite often brilliantly. Today, pretty much anything that can accommodate the iconic lips-and-tongue logo can, for a price, be yours, from jigsaw puzzles to underwear (men's and women's) to a leopard-print backpack.

I love the Stones — *love* them. Loved 'em since I was a kid and first heard their then-current hit single "[Start Me Up](#)" at a friend's house. But though I have a shelf full of their records and CDs and box sets and the requisite lips-and-tongue T-shirt that I got when I last saw them in concert in 2007 or so, I have been blessedly immune to the lure of their merch. That extends to their forays into the world of spirits. Over the years they've collaborated with booze brands and distilleries on limited edition vodka, tequila, gin, Japanese whisky, and most recently their own rum, which coincided with the release of their last album, 2023's excellent *Hackney Diamonds*.

To say I had no interest in trying any of them would be understating matters, although there's no denying that the packaging of the [Crystal Head Rolling Stones vodka](#) is seriously cool. But the fact that Mick, Keith and the boys have *consumed* untold gallons of the hard stuff over the years isn't necessarily an indicator that whatever they put in a lips-and-tongue branded bottle is going to be any good. After all, I can't imagine Keith Richards having been especially... *discerning* about what he ingested.

It took another industry legend to convince me that the second iteration of the Stones' [Crossfire Hurricane Rum](#) might be worth my time. [Ian Burrell](#), who helped create the final blends along with drinks developer Cairnry Hill, isn't just a rum brand ambassador, he is *the* Global Rum Ambassador, the singular point man for the world's most diverse spirits category. He's also the co-founder, along with [Foursquare Rum's](#) brilliant [Richard Seale](#), of the excellent and *ill-fated Equiano Rum*. Having known and admired Ian for years, I can't imagine him attaching his name to a subpar rum. As he told me when I asked him about Crossfire Hurricane, "My official role is The Jamaica Rum gatekeeper, to ensure that this brand is about culture and appreciation, and not gimmicks and appropriation."



Where the first Crossfire Hurricane was a blend of rums from Barbados, the Dominican Republic, and Jamaica, the second one is all Jamaican, containing rums sourced from four of the island's six distilleries: [Long Pond](#), [Hampden Estate](#), [Clarendon](#), and [Worthy Park](#). The mere mention of those names gets a rum nerd's heart beating a little faster, just as a music geek's pulse quickens at the first notes of "[Happy](#)" or "[Gimme Shelter](#)." Jamaican rum has pretty strict laws attached to it, so no sugar or other flavorings can be added after distillation. This stuff, in other words, is the real deal.

The Stones have a history with Jamaican music and culture in general dating back to 1972, when they recorded their album *Goats Head Soup* there. Like many British rockers at the time, they were fascinated by the burgeoning reggae scene there, but that wasn't the only attraction of the island — at the time, it was one of the places where the whole band, having faced multiple slaps on the wrist for drug-related offenses in the UK, could go work.

Jamaica was popular among musicians for its potent *ganja*, but the Stones enjoyed their share of rum while recording the album as well, according to Mick Jagger. "Jamaica got into everything we did in the early Seventies," he remembers. "The rum, the culture, the music — it was all part of the same thing. Crossfire Hurricane is a way of honoring that. A genuinely exceptional rum from an island that has always given more than it gets credit for."

Ironically, *Goats Head Soup* doesn't really have any reggae influence. And the album got mixed reviews at the time, kicking off more than half a century of blowhards calling on the Stones to pack it in. Today, the album is seen in a much more favorable light — as any record containing "[100 Years Ago](#)," the salacious "[Star Star](#)," and the chart-topping ballad "[Angie](#)" should be. And the band members have since worked extensively in the reggae idiom, both [within](#) and [apart](#) from the Rolling Stones.



Earned Press Highlights



"This isn't a celebrity gimmick — it's a serious Jamaican rum project."

The Rolling Stones' new Jamaican rums are actually worth your time."

"I love good Jamaican rum as much as I love the Stones, and Reserve is what really floats my boat"

"The Stones didn't just launch a rum. They built one with real Jamaican soul."



By **Tony Sachs**. Tony Sachs has been writing about spirits, cocktails, and the people who make them for Forbes since 2022. A lifelong New Yorker, he first became fascinated with boozy history in the 1990s when he was the...

Read More

Find Tony Sachs on [Facebook](#), [Instagram](#) and [X](#). Visit Tony's [website](#).

Branding that
looks like Vintage
record covers

CROSSFIRE
SMALL BATCH
HURRICANE
JAMAICA RUM

CROSSFIRE
SMALL BATCH
HURRICANE
JAMAICA RUM

CROSSFIRE
SMALL BATCH
HURRICANE
JAMAICA RUM

Named after the opening lyrics of 'Jumpin' Jack Flash', Crossfire Hurricane celebrates The Rolling Stones' 1972 Jamaica sessions and their 50-year creative bond with the island. It is the first rum to unite small-batch blends from four of Jamaica's legendary distilleries, making it a true expression of Jamaica rum.

STREET SOUND

RESTRICTED
MUST BE MINIMUM 21
TO ENJOY IT

40% ALC/VOL 700ML

CROSSFIRE
SMALL BATCH



HURRICANE
JAMAICA RUM



— SMALL BATCH —
JAMAICA
RUM



Film with unseen archives released Sept 2026



MJ: IT ALL STARTED WITH JUMPIN JACK FLASH

KR: AND THE '72 TOUR... GREAT TIMES

MJ: THEN WE ENDED UP IN JAMAICA

KR: THE ONLY PLACE that would let us at the time to record Goat Head Soup – the people, the vibe, the music...

MJ: AND THE SPIRIT TOO

KR: GLAD WE MANAGED TO BOTTLE SOME OF THAT

MJ: CROSSFIRE HURRICANE RUM





Peter Tosh, Mick Jagger

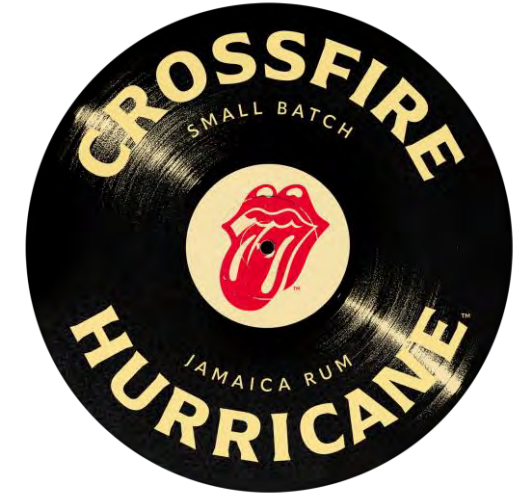


Jimmy Cliff recording the Harder they Come



Sly & Robbie with Mick Jagger & Keith Richards

Unique Hospitality Branding



Spoons, Stirrers, Pourers

T Shirts

Trays, Mats, Moulds, Tablecards

Perfect Serves



The Crossfire Hurricane



A New Orleans classic, reborn with our rum. Named after the hurricane-lamp glass and the opening line of "Jumpin' Jack Flash" - Rum, rhythm and swagger in a glass.

Start Me Up



Our spin on the Espresso Martini, powered by Jamaican Blue Mountain coffee. Smooth, rich and built to hit like the opening riff.

Jamaican Sunrise



A bold twist on the Tequila Sunrise that became Keith Richards' drink of choice on the 1972 US tour. Fresh orange juice, grenadine and Crossfire Hurricane Rum – a drink that defined a tour.

Crossfire Punch



Island nights in a glass. Inspired by the famed rum punch of Mustique – music, dancing and stories that last till sunrise.

Festival Activation

The Morris Minor Sound System & Bar



The Morris Minor, particularly the Morris 1000 van, played a significant, iconic role in the development of Jamaican music culture during the late 1960s and early 1970s. While heavy-duty trucks were used for large sound systems in the 1950s, the smaller, nimble Morris Minors became synonymous with mobile record shops ("mobile record shacks") and street-level marketing of ska, rocksteady, and early reggae.



Thanks

