

THE TIDAL RUM



CRAFTED BY
SHORTS BOY DISTILLERY





WHAT MAKES THE DIFFERENCE? ...OUR JERSEY TRUFFLE OF THE SEA

The Pepper Dulse seaweed is carefully foraged from Britain's largest tidal range – and Tidal Rum's unique home – in Jersey.

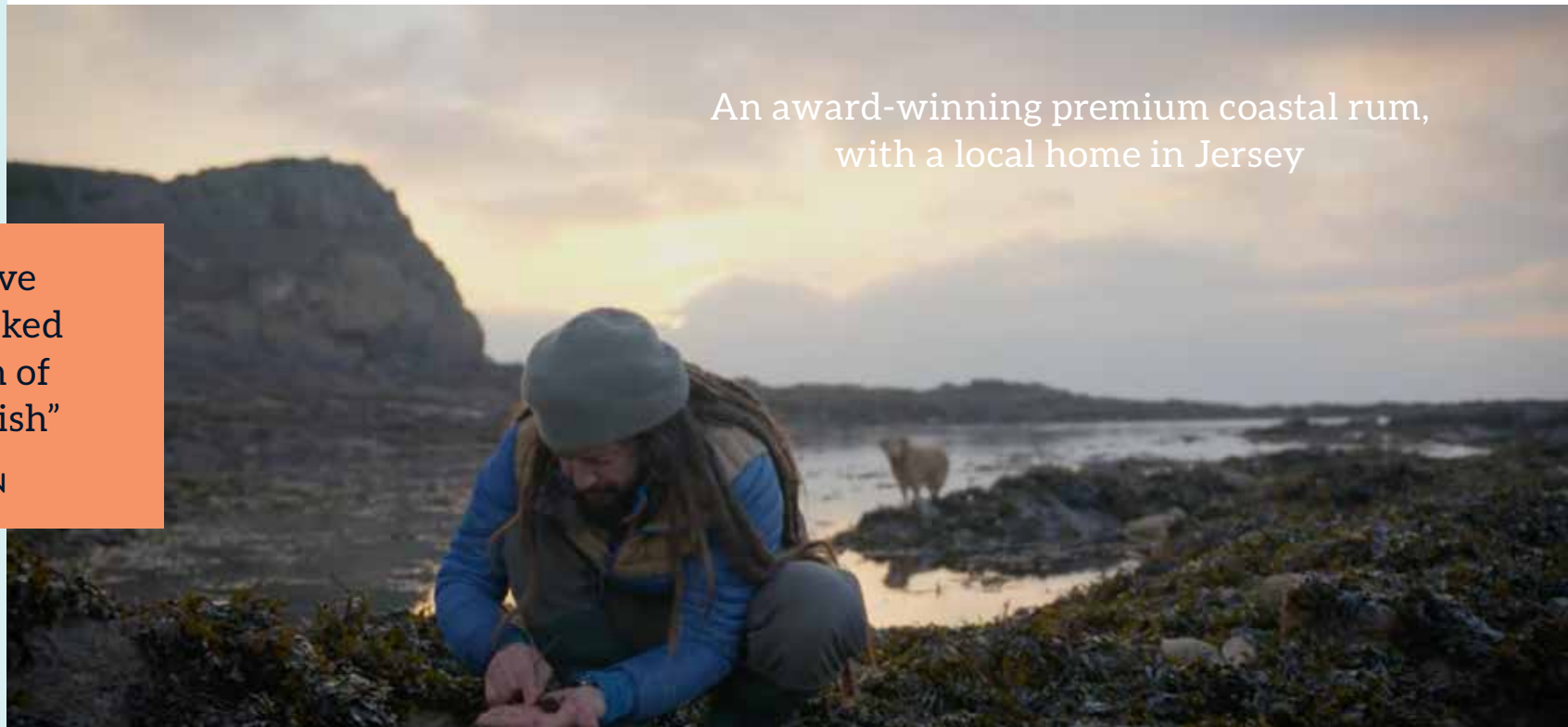
Tidal gives holidaymakers and Islanders a piece of Jersey they can take home.



An award-winning premium coastal rum,
with a local home in Jersey

“Pepper Dulse...they've dried that out and smoked it. It adds such a depth of flavour – truffle, moreish”

BBC SATURDAY KITCHEN



- ~ The Tidal Rum received 273 million press impressions in 2022
- ~ Tidal enjoys a strong following across global travel and locally in Jersey
- ~ With over 20k Instagram and Facebook followers

“It smells like holidays.”

STEPH MCGOVERN -
CHANNEL 4 STEPH'S PACKED LUNCH



BRAND MERCHANDISE



Brand signage & bottle glorifiers
Branded wear & goods:

- ~ T-shirts
- ~ Caps
- ~ Campfire mugs
- ~ Deckchairs

Tidal has run bars at a number of festivals on island including The Weekender.





MAKING WAVES TOGETHER

**OVER 20K FOLLOWERS ACROSS
INSTAGRAM & FACEBOOK**

15,000+ EMAIL SUBSCRIBERS

ENGAGED SOCIAL COMPETITIONS

OUR AUDIENCE

RUM FANS

Designed to be enjoyed as a premium cocktail base, Tidal can also be enjoyed on the rocks, giving our rum fans a true depth of flavour...

TREND SEEKERS

...at the same time as providing an entry point to discovering something new...

SHAKERS, MAKERS & ENTERTAINERS

...and a spirit that excites mixologists and chefs alike.

Growing the rum revolution for all. Select insights from our audience.

50.1% WOMEN / 50.9% MEN
49.2% ARE AGED BETWEEN 18-34 YEARS

*Instagram / Shopify, 2022





TREE PLANTING ON TIDAL WOOD

500 COASTAL TREES PLANTED ON TIDAL WOOD – AND GROWING!

In 2022, we pledged our support to the Aird na Cille rewilding initiative in Scotland's Outer Hebrides, planting more than 500 trees.

The rewilding project is focused on a 25-acre peninsula of glacial-carved rock, on the southern coast of the Isle of Scalpay off Harris. Before this incredible rewilding project began, the area had become almost devoid of trees.

Now, trees planted in early 2022 are already reaching heights of 10–12 feet and a surge of wildlife has returned to this revitalised wilderness.

We're committed to continuing our support to Aird na Cille, including the planting of more trees in 2023 and beyond.





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