



Kōloa Rum Debuts New Kaua`i Coffee Rum in Collaboration with Kauai Coffee Company

Kalāheo, Kaua`i, Hawai`i (October 26, 2015) – Kaua`i's award-winning Kōloa Rum Company announces its new Kaua`i Coffee Rum, the result of a licensing agreement between the Kaua`i distiller and Kauai Coffee Company.

Kaua`i Coffee Rum blends locally grown and dark-roasted Kauai Coffee® with Kōloa White Rum and pure Hawaiian cane sugar. It has a rich flavor with bold notes of coffee and cocoa.

The new offering expands Kōloa Rum's portfolio of rum and rum-related products and includes a striking new bottle and label design. It has been released in time for the 2015 Holiday Season.

"Kaua`i Coffee Rum is a true Kaua`i-made product that exemplifies the remarkable diversity of agriculture on Kaua`i and the potential for innovation in creating exceptional value-added products," said Kōloa Rum Company President and CEO Bob Gunter.

"Kaua`i Coffee Company, which operates the largest coffee plantation in the Islands, is at the leading edge of coffee production technology. They produce outstanding coffee grown on the sunny slopes of southern Kaua`i, where we also grow much of our sugar cane. Our collaboration in developing Kaua`i Coffee Rum demonstrates the ongoing engagement within our local diversified agricultural industry. We are proud to have this association with them," Gunter said.

Regarding the Kauai Coffee Rum licensing agreement, Fred Cowell, General Manager, Kauai Coffee Company, said: "It's the perfect combination of two locally grown, historically significant crops. Our companies are both dedicated to quality and take great pride in what we do, so the ability to showcase our passion for coffee and theirs for rum in such a distinctive product is a wonderful opportunity. The results speak for themselves and we can't help but think Kaua`i Coffee Rum will be well received in the marketplace"

About Kōloa Rum Company

Kōloa Rum Company produces artisanal, single-batch Hawaiian Rum and ready-to-drink cocktails at its distillery in Kalāheo, Kaua`i and operates Kaua`i's first and only distilled spirits Tasting Room & Company Store on the grounds of Kilohana Plantation, near Lihue. The Company's award-winning portfolio includes its premium Kaua`i White, Gold, Dark, Spice, Coconut and now Coffee Rums in 750ml and 50ml bottles. The firm also produces Kōloa Ready-to-Drink Mai Tai, Rum Punch and Pineapple Passion cocktails. For more information about Kōloa Rum Company, please visit www.koloarum.com

About Kauai Coffee Company

Founded in 1987, Kauai Coffee Company is Hawai`i's largest coffee grower. Kauai Coffee is proud to be Kauai-grown and their coffees are hand-roasted in small batches to ensure optimal flavor and quality in every cup. The Kauai Coffee Company, LLC, is part of the Italy-based Massimo Zanetti Beverage Group. For more information about Kauai Coffee Company, please visit www.kauaicoffee.com

Media Contact:

Jeanne Toulon, Kōloa Rum Company, Director of Business & Public Relations
jeanne@koloarum.com, 808-639-7624