



## Can-Do Spirit:

# BRAD'S BLEND OF RUM & COLA

*Brad Tuyn has a* knack for turning lemons into lemonade. In 2008, he was working as a real-estate fund manager down in Costa Rica when the Great Recession forced him to seek new opportunities. During this challenging time, he experienced an epiphany while tasting an award-winning, premium 4-year-aged rum mixed with cane sugar Coca-Cola from glass bottles. As he recalls, “At first we joked about it because we had too much free time on our hands — I said, ‘Gosh, imagine if we could create our own top-shelf Rum & Cola pre-mixed in a can!’”

Soon enough, it was no joke: “Way ahead of the curve for distilled spirits RTDs,” as Tuyn points out, he had his first iteration of the product on the market by 2014. That brand has since morphed into Brad’s Blend of Rum & Cola, a line of four expressions—Original, Coconut, Cherry, and Lite—that stands out from the canned cocktail pack in a couple of key ways. One, it’s made in small batches, which “allows for high-level quality and consistency,” explains brand advisor Diego Avanzato. And two, those small batches contain not only four-year-aged premium rum but also the founder’s cola recipe freshly made with a secret blend of citrus, spices, and most importantly cane sugar rather than high-fructose corn syrup. As Avanzato puts it, “We’re entering into a category that’s growing exponentially in a very unique, wholesome, and genuine way, and we really stand behind the liquid”; with partner Leonardo Rabathaly, “Brad has painstakingly covered every single aspect”—and developed something way better than lemonade in the process.

**Brad’s Blend of Cherry Rum & Cola, USA (\$12/4-pack cans)** With oak barrel-aged rum as its foundation, this canned cocktail melds black cherry notes with sassafras and pekoe tea for a most refreshing experience. Flavors are clean, and the finish is an invitation for that next sip. 5.9% ABV. **92** —*M.M.*

**Brad’s Blend of Rum & Lite Cola, USA (\$12/4-pack cans)** The four-year-aged amber rum is unmasked, enhancing notes of lime and kola nut. At 5.9% ABV, this RTD doesn’t have the chemical aftertaste of most diet drinks; instead, it offers a pleasant, coffee-like finish. **91** —*M.M.*