

New addition to Red Heart

Red Heart Rum has added Gold Caribbean Spiced Rum to its range, made from a blend of premium old rums imported from Barbados, Guyana, Jamaica and Trinidad.



The launch is being supported by a through-the-line campaign, advertising on television and radio, a PR campaign and tastings and promotions in the off-trade.

The red, black and gold packaging signifies premium appeal, with the red label and golden tones conveying the smooth, spicy flavour and the bold iconic label staying true to the heart of the original brand.

It retails nationally at approximately R99 per bottle.

For more, visit: <https://www.bizcommunity.com>