

# Blue Caterpillar announces distribution agreement with Ten to One Rum



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Blue Caterpillar, a leading distributor of premium spirits, has announced a strategic partnership with Ten To One Rum, for distribution in the Latin America, Caribbean, and global travel retail markets. This partnership marks a significant milestone for both companies, bringing together Blue Caterpillar's extensive distribution network and Ten To One's exceptional portfolio of Caribbean rum.

Ten To One, founded by proud Trinidadian Marc Farrell in 2019, is renowned for its premium quality and rich heritage deeply rooted in Caribbean culture. The brand's name is inspired by the words of Trinidad and Tobago's first Prime Minister, Dr. Eric Williams, who, when rallying to preserve the first Caribbean federation of 10 countries, famously said, "one from ten leaves zero," reflecting the idea that we are stronger together than we are apart. This spirit of unity and collaboration remains the beating heart of Ten To One's ethos.

"We are thrilled to partner with Ten To One and introduce their rums to consumers across Latin America, the Caribbean, and global travel retail" said Michael Gebrael, CEO of Blue Caterpillar. "This collaboration aligns perfectly with our commitment to offering exceptional spirits that celebrate authenticity and cultural diversity."

The premium rum category has experienced remarkable growth in recent years, with consumers increasingly seeking unique and high-quality spirits. According to the International Wine and Spirit Competition (IWSC), the premium rum segment has shown steady expansion, driven by consumer

demand for authentic and artisanal products. This trend underscores the immense opportunity for brands like Ten To One Rum to thrive in diverse markets.

"We are excited to join forces with Blue Caterpillar to expand the reach of Ten To One in key markets," said Farrell, who also serves as Ten To One's CEO. "With their expertise and dedication to excellence, we are confident that this partnership will continue to elevate the presence and perception of Caribbean rum and delight consumers with our distinctive offerings."

The distribution agreement is effective immediately, enabling retailers and consumers in Latin America, the Caribbean, and Global Travel Retail to enjoy the unparalleled taste and craftsmanship of Ten To One Rum.