

Flor de Caña secures distribution deal with WEBB Banks



WEBB adds the leading fair trade rum producer and sustainability expert to its growing TR portfolio in the Caribbean & the Americas

Flor de Caña, a Carbon Neutral and Fair Trade certified rum brand, has announced a new partnership with preeminent wine and spirits distributor, WEBB Banks, that will oversee the distribution of its premium and diverse portfolio in the Caribbean and select travel retail in the Americas come January 2022.

“We’re excited to be partnering with a company like WEBB Banks, whose extensive track record and deep knowledge of the region will be instrumental in helping us introduce new consumers to our wonderful portfolio of sustainably made, premium rums,” says Rodrigo Bazan, Global Travel Retail Manager at Flor de Caña.

“It’s a privilege to collaborate with Flor de Caña and welcome its distinct range of Fair Trade certified rums to WEBB Banks’ finely curated portfolio. We admire how Flor de Caña continually strives to create a high-quality product, while being fully committed to having a positive social and environmental impact.

“WEBB Banks is proud to promote its philosophy of naturally distilled rum and we will be dedicated to

driving growth for Flor de Caña throughout the Caribbean through our extensive distribution network,” adds Andy Consuegra, CEO, WEBB Banks.

Enriched by an active volcano in Nicaragua, Flor de Caña is recognized for delivering unrivaled taste by naturally aging its rum in bourbon barrels for up to 30 years, without sugar or artificial ingredients. The rum producer is the world’s only Carbon Neutral and Fair Trade certified spirit and uses 100% renewable energy to power its distillery. From an 1890 single family estate, Flor de Caña’s is one of the most awarded rums in the world, having been named “Global Rum Producer of the Year” by the International Wine and Spirit Competition in London in 2017.