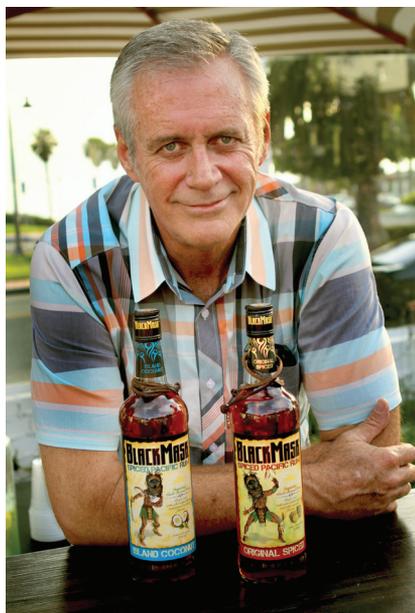


# FACT OR FICTION, THE LEGEND OF THE BLACK MASK LIVES!

Written By Allison Levine

As the story goes, in 1891 Explorer Sir Henry Rhumsfeld was shown a book revealing stories written by “the Medicine Man” along with a map of the undiscovered Pacific Islands. Intrigued, Sir Henry Rhumsfeld traveled by ship in and arrived in the Pacific Islands in August 1891. When evening fell, he was greeted by a tattooed man in a fantastically decorated mask; it was the Medicine Man. The Medicine Man in the Black Mask was possessed by the distilled concoction that he created from spices and native plants to heal the returning wounded warriors. Along with this restorative spirit, he crafted enchanted masks for the men to wear back into battle. Sir Rhumsfeld was presented with a mysterious bottle in which he took his first sip of what he called “golden nectar.” Over the next 8 years, Sir Rhumsfeld returned to the island to enjoy the “golden nectar” and with the hopes of learning the secret of what it was. When the Medicine Man passed away in 1901, he left the secret recipe to Sir Rhumsfeld.



Patrick J. Graney, President, International Beverage

Whether the story is fact or fiction, Black Mask Spiced Rum is here. “We are very excited that Sir Henry Rumsfeld and Sons has given us the opportunity to import Black Mask Pacific Island Spice Rums, as the product has not only a very intriguing history, but amazing liquid in the bottle, with the rum being aged in oak casks up to seven years and offers complex taste profiles and unique flavors that we feel confident consumers that possess a warrior, independent spirit are searching for, a product that speaks to their way

of life,” explained Patrick Graney, the President of International Beverage U.S.A. Hailing from the Pacific Islands, Black Mask is crafted with premium rums blended with mellow island spices and natural flavors, then aged in blackened oak casks. The final spirit is golden amber in color, with intense vanilla top notes, rich tones of cinnamon and nutmeg on the tongue and a smooth smoky toffee finish. While Black Mast Spiced Rum can be enjoyed neat, it is also perfect for Tiki-style cocktails.

“BlackMask will be introduced initially only in the Southern California Market in mid-July. We are very proud that we will be working shoulder by shoulder with our highly valued Distributor Partner, Southern Wine and Spirits, who we know has the strongest capability to insure we get the product in the market in order for our future consumers to enjoy,” continued Mr. Graney. The Original Spiced Rum will soon be joined by three flavored rums. Island Coconut is aged pacific rum combines with select island spices and coconuts for a sweet blend with a smoky hint of toffee and vanilla. Tropical Chai is a spicy and robust blend of rum and vanilla, cinnamon, star anise, masala ginger and nutmeg. Black Premo ages in a double charred blackened oak barrel resulting in a rich dark color. It has notes of toffee, vanilla, licorice, nutmeg, clove and cassia bark and a chocolate finish.

Let the legend of Sir Rhumsfeld and the Medicine Man live on and enjoy some Black Mask Rum today. ■



## THE UNKNOWN IDOL

2 oz. Black Mask Original Spiced Rum  
4 oz. Cola  
.75 oz. fresh squeezed lime juice  
Build cocktail over ice in an 8 oz. Collins or rocks glass and stir to combine  
Garnish with a lime wedge



## RHUMSFELD'S PAINKILLER

2 oz. Black Mask Original Spiced Rum  
4 oz. pineapple juice  
1 oz. cream of coconut  
1 oz. fresh squeezed orange juice  
Dash Nutmeg for garnish  
Add first four ingredients to an ice-filled cocktail shaker and shake well  
Strain into a chilled glass filled with fresh ice  
Grate a dash of fresh nutmeg over the top and garnish with a pineapple wedge