

WAREHOUSE #1 RUMS OF JAMAICA · BRAND TEXTS

Barrel Ownership

Own Time. Own Character. Own a Piece of Jamaica.

Some investments exist only on a screen. Bonds, deposits and other financial instruments offer liquidity, structure and measurable returns... but ultimately remain numbers on a statement.

A barrel of Jamaican rum is different.

It is a tangible asset you can visit, touch, taste and share. Its potential evolves through maturation, rarity, provenance, marque, quality, market demand and the increasing scarcity of well-aged stock.

From the moment the rum enters the barrel, time goes to work.

The vibrant energy of new Jamaican rum gradually evolves through interaction with American virgin oak. Vanilla, caramel, spice and toasted wood integrate with Jamaica's unmistakable fruit-forward character, shaped by its legendary fermentation and distillation traditions.

You are not simply buying rum.

You are acquiring:

- Distinctive aromatic and flavor profiles
- Different maturation potential
- A finite, tangible asset
- A connection to Jamaican rum-making heritage
- The opportunity to build a personal collection

Over time, every barrel develops its own story. Evaporation reduces volume, while maturation can increase complexity, rarity and desirability.

Time is not simply passing. Time is working.

Of course, barrel ownership should never be viewed as a guaranteed financial return. Markets change, maturation involves costs, and appreciation cannot be promised.

But a barrel offers something purely financial investments cannot: intrinsic enjoyment.

You can visit it. Follow its development. Taste its evolution. And decide when it has reached its perfect point of maturity.

Then bottle something that is genuinely yours.

Warehouse #1 offers the opportunity to acquire barrels from 10 distinctive Jamaican rum marques, each with its own fermentation character, ester profile and aromatic identity.

Filled into American virgin oak, each barrel begins a journey where time becomes part of the creation.

Imagine following your barrel for five, ten or even fifteen years.

Periodic tastings become milestones:

Year Three: Vibrant, with oak beginning to emerge. Year Five: Greater integration, texture and complexity. Year Eight: A mature conversation between Jamaica and the barrel. Year Ten and Beyond: Increasing rarity, individuality and depth.

Every barrel matures differently.

That uncertainty is part of the fascination.

10 Jamaican Marques. American Virgin Oak. One Journey.

Own the barrel. Follow the journey. Enjoy the evolution.

Because some investments mature best when you can raise a glass to them.