

BLUE CHAIR BAY RUM

Laid-Back CARIBBEAN LIFESTYLE FLAVOR

By Mike Gerrard. Photos courtesy of Blue Chair Bay Rum.

THE SPIRITS WORLD IS FULL OF CELEBRITY ENDORSEMENTS, but multiplatinum singer-songwriter Kenny Chesney is different. He has such a passion for rum that he didn't want to endorse someone else's - he wanted to make his own. His aim was to capture the flavors and feel of the Caribbean he loves so much. His dream was to bottle the impressions of those perfect lazy sunny days, spent fishing or sailing, and drinking rum with friends as the sun goes down.

Chesney is renowned for being a hands-on guy. He oversees every detail of his sell-out stadium tours, and of the recording sessions that have produced 26



number one singles. If he was going to make rum, he was going to do it his way. He found a distillery by the sea on Barbados that had been making rum for 150 years and which was producing something of the taste he was after. "All of our rums are aged in barrels that are literally steps from the beach in Barbados," says Blue Chair Bay Rum's Executive Vice President, David Farmer. "Here the breezes are fresh and clean, and impart a salty ocean air. Our water is naturally filtered through coral rock, indigenous to the island and extremely pure for drinking."

Chesney spent a lot of time up-front with his Master Blender Mike Booth, perfecting the recipe for his white rum. Flavored rums were always part of the plans, long before flavored rums started to become more fashionable.

"We had a good handle on where the market was going," David Farmer explains. "The choice of our original Coconut and Coconut Spiced flavors came directly from Kenny's idea for Blue Chair Bay, and that was to create rums that he wanted to share with friends, and that captured his laid-back island lifestyle. Banana and our limited edition Coconut Spiced Rum Cream flavors, both introduced last year, followed along those same lines."

The name Kenny Chesney was no doubt one factor that helped the Coconut Spiced Rum Cream sell out as quickly as one of his concerts, but Farmer and Chesney both know that the celebrity link only goes so far.

"With Kenny involved so deeply," Farmer says, "we felt confident about getting consumers to try, but the real test is whether they'll buy again. They have, which tells us we got both the taste and value proposition just right."

And are there any surprises in store during Chesney's nationwide tour?

"We're excited to say that we'll be launching two new flavors in May," says Farmer. "Kenny's tour is going to be incredible, and packed with awesome stuff from Blue Chair Bay Rum. Stay tuned!"

Sit AND Sip IN OLD BLUE CHAIR BAY WITH KENNY CHESNEY

With Irish ancestry and being born in Tennessee, you might expect Kenny Chesney to have a liking for whiskey. Indeed, Hemingway's Whiskey was a Platinum album for him in 2010. But rum is Chesney's drink, and to hear him talk about it you know it's a genuine from-the-heart passion, fueled by his time spent cruising the Caribbean on his Sea Ray yacht, and at his home in the U.S. Virgin Islands.

The laid-back Caribbean lifestyle flavors his lyrics in the same natural way that the island's produce, like fresh banana, coconut, and spices flavor the rums he now makes through his company, Blue Chair Bay Rum.

"There's something about a day on the water, time spent with friends and the way a genuinely great rum makes it all that much more," Chesney says. "When I made the decision to start a rum company, I wanted something that would capture all of those things."

Chesney's fans will have chance to check out whether he's succeeded on his 60-city 2015 Big Revival Tour, which runs March through August and for which Blue Chair Bay Rum is the Official Spirit.

"There's no better way to road test what we're doing," Chesney says, "and share all the special pieces of Blue Chair Bay than by bringing it out on tour. It's gonna be an awesome summer with the Big Revival Tour - and Blue Chair Bay will be a big part of it."

And no doubt Chesney will be singing his 2005 song that gave the rum company its name: "Old Blue Chair."

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WANT A TASTE OF KENNY'S BIG REVIVAL TOUR? *Mix up the official cocktail.*

ISLAND GIRL

INGREDIENTS

- 1 ½ oz. Blue Chair Bay Coconut Rum
- 1 oz. Orange Juice
- 1 oz. Pineapple Juice
- 2 oz. Lemon-Lime Soda

PREPARATION

Build ingredients directly into tall glass with ice. Garnish with orange slice and cherry. Stir and flirt.

