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**SAXCO-DEMPTOS ASSISTS SIDEBAR SPIRITS LLC**  
**WITH NEW PACKAGING FOR LIGHT AND DARK**  
**MONTECRISTO RUMS**

Sidebar Spirits LLC of Las Vegas, Nev., is undertaking a total repackaging of its popular, widely acclaimed, aged Montecristo Rum, while simultaneously introducing a new white premium rum which will carry through with a matching package design.

To help deliver a package featuring maximum impact for both eye appeal and shelf appearance, Sidebar Spirits enlisted the services of Saxco-Demptos, Louisville, Ky., worldwide packaging specialists for the wine and spirits industry. Saxco-Demptos is a subsidiary of Saxco International Inc. of Horsham, Pa.

“Working closely with Tim Haughinberry, president of Sidebar Spirits, Saxco-Demptos specialists helped to select and source a private mold, reverse-tapered bottle in a 750-mL size from Grupo Vitro in Mexico, a key Saxco-Demptos vendor. A flint version was selected for the Montecristo dark rum, while a light green bottle was chosen for the newly introduced light rum. The bottles possess the classic Montecristo crossed swords logo on one shoulder and the Montecristo Rum logo type on the other. The dark rum possesses a rich amber color, while the new light rum has a slight yellow cast.

In addition, Saxco-Demptos provided decorative Stelcaps for both bottles from Alcan-Capalux of St. Cesaire, Canada, another in its extensive global network of vendors. For the dark rum, the cap was done in red with gold printing, while the light rum utilized a red cap with silver printing.

Saxco-Demptos additionally sourced and supplied 12-pack, custom-printed shipping cartons from Grupo Vitro. The cartons carry through with the overall package design and color schemes for the rums.

“Montecristo rums are distilled in Guatemala from pure sugar cane using all natural ingredients,” according to Haughinberry. “The dark is a blend of 12-year-old and 23-year-old

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## **SAXCO/Montecristo Rums (add 1)**

rums, while the new light is a blend of 1- and 3-year-old rums. Both are 100 percent distilled where they are grown which is really unique,” he explains.

Haughinberry says that the classic Montecristo dark rum is being offered for \$29.99 retail in some 40 markets located throughout the United States and U.S. territories. The new light rum, which has a \$14.99 retail value, is now in eight U.S. markets and will grow to 20 over the next several months.

“This was a wonderfully challenging project which enabled us to demonstrate our experience, extensive resources and knowledge of the marketplace,” states Rob Belke, vice president and general manager of Saxco-Demptos. “It also showed how our dedicated personnel can blend directly into the developmental mix and facilitate the desired end result.”

Saxco International has more than 25 years of industry experience, providing a broad range of packaging products and services to the liquor and wine industries. In addition to supplying packaging enhancement products, the company’s services include expert consultation, from development to design. Saxco is headquartered in suburban Philadelphia, Pennsylvania, with sales offices in New Brunswick, New Jersey; Boston, Massachusetts; Cincinnati, Ohio; Louisville, Kentucky; Redwood City, California; Tampa, Florida; and Hook Hampshire, England. Additional details at 215-443-8100, fax 215-443-8370 or the web at [www.saxcointl.com](http://www.saxcointl.com).

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### **FOR FURTHER MEDIA INFORMATION:**

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