

Press Kit – Unconventional Distillery Co Ltd

The difference between our rum products and other rums is that they have been expertly crafted by chefs for a thoroughly enhanced and unique flavour that will be nothing like drinks you have tasted before. They are amazingly smooth due to our extensive distillation process and we even have a non-alcoholic rum on sale.

Contact information

Company name: Unconventional Distillery Co Ltd

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Social media

Facebook: @UnconventionalDistillery Instagram: @Unconventionaldc Twitter: @UnconDistillery

LinkedIn: Unconventional Distillery Co Ltd

Business description

Unconventional Distillery Co was founded in 2019 by Lincoln entrepreneur and owner of Salted Orange Food Company, Sam Owen. Sam holds a full distillers licence and uses his talents as a chef and experience in the food and drink sector to create exceptional rums that are sure to shake up the market. Sam crafts all of the rum along with fellow director and mad scientist, Ryan Leighton. He also has a team of committed individuals that focus on sales, marketing and operations.

The mantra of the brand is “Aut inveniam viam aut faciam”, translated as “I shall either find a way, or make one”. The idea is to ‘be you’ and not to follow the crowd. The rum wants to be enjoyed in the way that the drinker wants and not how society says things should be done. Instead of customers, Unconventional sees consumers as ‘pioneers’ who can champion the brand and help it to grow, whilst enjoying how unique and well-blended the rums are. Unconventional Distillery Co is the largest and most unique rum distillery in Lincolnshire. The whole process is controlled because it is completed in-house from start-to-finish, including the initial creation of cane neutral spirit (CNS).

The rum

Original

The original spirit is created the unconventional way. We use our 12 plate reflux still rather than a traditional pot so that we are able to create a smooth, clean and flavourful spirit. Using white oak barrels, we get flavours of caramel, vanilla, cream and almond.

Pioneer

Our Pioneer rum is a premium hand-crafted English rum which has been botanically distilled with elderflower, citrus, pepper and other botanicals.

Pathfinder

Pathfinder is a 0% alcohol spirit distilled with spices from around the world with notes of vanilla, cinnamon, pepper and cardamom, finished with caramel. A truly pioneering and revolutionary drink to be enjoyed by all!

Time Machine

Time Machine rum is for the mad scientist in you. Using technology to rapid age our spirit, we turn our newly distilled spirit into the equivalent 8 year-old barrel aged rum in 6 days.

OPUS

OPUS stands for over-proof unconventional spirit and is defined in Latin as 'an artistic work or composition, especially one on a large scale.'

Photo Gallery

https://www.dropbox.com/sh/7aqxewkdva440lx/AADQfV0g_b34n42OOnmW6U68a?dl=0