



SHANKEN NEWS*Daily*

December 3, 2021

NEWS BRIEFS FOR DECEMBER 2, 2021

VPM: 43,518

[Link to Full Article](#)



Dominican rum brand Kirk and Sweeney is releasing a new spicy variation. It's called Burning Mast and features liquid finished in red pepper barrels around two weeks. Distilled from blackstrap molasses and aged in a variety of American and French oak barrels, Burning Mast is an 81/19 blend of regular Kirk and Sweeney Reserva rum and the same that aged in the red pepper barrels. It's available now in select regional markets including Louisiana, Texas, California, Arizona, Georgia, and Maryland for \$50 a 750-ml. Kirk and Sweeney is part of the Sonoma-based 3 Badge Beverage Corp. portfolio. Kirk & Sweeney grew 21% to 16,000 cases last year, according to Impact Databank.

KIRK AND SWEENEY / BURNING MAST RUM