

CALICHE RUM PRESS LINKS



NY LAUNCH EVENT

“Jeremy Piven and Cindy Crawford get their drink on at a bash for her hubby Rande Gerber’s new liquor line at the Sofitel hotel.”



HOT-PICS: CHEERS TO LOVE!

FASTCOMPANY

HOW THE SERRALLES RUM DISTILLERY BOOSTED PROFITS BY CLEANING UP ITS ACT

BAZAAR

COCKTAIL HOUR: 5 WAYS TO IMBIBE ON MEMORIAL DAY



A-ROD, RANDE AND RUM



ON THE GRID THIS SPRING

Interview

NIGHTLIFE: NYC LAUNCH OF CALICHE RUM

“Whiskey Park ushered in the summertime with the New York launch of Caliche Rum, presented by Rande Gerber and Roberto Serrallés.”



joonbug

SPRING COCKTAIL SPECIALS TO WET YOUR WHISTLE

Angeleno

ON THE RUM

“For Gerber, a model refers to a business, and his businesses always mirror his own lifestyle and taste”



TWO CINCO DE MAYO COCKTAILS FROM GERBER GROUP BARTENDER MICHELLE ROMANO

“An aged white rum with citrus, caramel, and vanilla notes that’s smooth enough to enjoy on the rocks, while versatile enough to mix into daiquiris and other cocktails.”

MR PORTER

WHAT TO DRINK



MIAMI LAUNCH EVENT

