

Tanduay Inks Kansas Distribution Deal With LDF

Philippine rum Tanduay continues its expansion in the United States as it brings its "World's Top Selling Rum" in Kansas.

KANSAS, UNITED STATES, July 12, 2023 /EINPresswire.com/ -- [Tanduay](#) is the first Asian [rum](#) brand to be carried by leading wines and spirits company, LDF Sales & Distributing, Inc, in Kansas. This is after the two companies finalized their partnership agreement, which made the U.S. company the exclusive distributor of Tanduay products in the state.

LDF currently has the world's best rum brands in its portfolio.



Tanduay products are now available in Kansas. According to its US partner LDF Sales and Distribution, they have not represented any product from the Philippines and Asia or anything that matches the style of rum Tanduay produces.

“However, we have not represented anything from the Philippines and Asia or anything that matches the style of rum Tanduay produces. Adding the brand will help round out our rum portfolio. This will also give us a price point to compete with on-premise accounts,” said Nelson A. Escalante, CSW, CSS | Area Sales Manager Wine & Spirits of LDF Sales & Distributing, Inc.

He pointed out that Kansas, being located in the middle of the U.S., has no oceans or scenic beaches to enjoy tropical beverages.

“A vast majority of our local customers have farming and ranching roots, yielding corn and wheat, and raising cattle, among others. Many of these folks enjoy an array of spirits, particularly whiskey and vodka. Having said that, the rum culture here is growing. Many of these drinkers are moving to other spirits like rum, and many of our local communities enjoy lighter rums in colorful, fruit-forward cocktails, or simply on ice for an aged rum,” Escalante said.

Bringing a Taste of the Islands to Kansas

Marc Ngo, Tanduay International Business Development Manager and Senior Brand Manager,



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*Nelson Escalante, LDF
executive*

said the Philippine brand is excited about its prospects in the state and the capability of LDF to market the brand.

"We thank LDF for making our expansion into Kansas happen. Our partner distributors are crucial to bringing the Philippines' leading rum brand to more people," he said.

All Tanduay products are made in the Philippines, using quality sugarcane grown in its most fertile regions. Grade A molasses are turned into liquid and later distilled and aged in oak barrels where bourbon were once stored. Tanduay

owns barrel-aging facilities that house 200,000 barrels with a capacity 40 million gauge liters.

Nothing Like Tanduay

Escalante described Tanduay rums as "delicious" and called their packaging "sleek."

"I sought out Tanduay because of these attributes, as well as the notoriety the brand has globally. The brand also has an extensive and well-thought-out level of support that can help build traction in Kansas," Escalante said.

He added, "Tanduay rums are clean, yet complex, and finish incredibly smooth. There is a sense of place in these rums as well, nothing in the market tastes like them. I believe that many of our local customers who have traveled may have already had the opportunity to enjoy Tanduay, and the brand will be well received among rum drinkers and cocktail enthusiasts."

Tanduay has the potential to be a household name and a staple in cocktail programs and retail shelves in Kansas, according to him.

"A concentrated focus on heavy promotion and getting liquid to lips, as well as getting bartenders and retailers excited about the brand will play important roles as well," Escalante said.

Joseph Chiong
Tanduay Brands International
+1 714-588-6760
joseph.chiong@tanduayusa.com

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