

Tanduay Rum launches historic deal with Brooklyn Nets, Barclays Center

Written by Philippine Consulate General - New York
Tuesday, 14 March 2017 09:09



An ice sculpture sums up the new Tanduay Rum and Brooklyn Nets partnership. (Photo

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by NYPCG)

In a major overseas deal, Tanduay Distillers, Inc. launched on March 12, 2017 at the 40/40 Club of Barclays Center a landmark partnership with the Barclays Center, one of the major multi-event arenas in the U.S. and NBA's Brooklyn Nets team.

The partnership designates Tanduay Rum as the official rum of Barclays Center and the Brooklyn Nets.

Tanduay Rum will likewise be the presenting sponsor of the popular 40/40 Club and Restaurant located at the Barclays Center.

In addition, the deal also provides that Tanduay will be the Barclay Center's associate sponsor for its Brooklyn Show platform and will be visible in strategic areas of the arena.

The new partnership will also have Asian-inspired cocktails mixed with Tanduay Rum and prepared by New York's top mixologists in the arena's bars.

During the March 12 launch, Tanduay Rum was prominently presented in various commercial breaks and sponsorship imaging and signage at Barclays Center.

A Tanduay commercial was likewise aired during the Brooklyn Nets versus New York Knicks game.

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Outbreak Media Group led by Mr. Michael Ang (2nd from left) and Consul General Theresa Dizon-de Vega (far right) at the launch of the Tanduay Rum-Barclays Center and Brooklyn Nets partnership at the 40/40 Club in New York. (Photo by NYPCG)

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The official post-game launch held at the 40/40 Club now renamed the 40/40 Club.

Presented by Tanduay Rum was attended by marketing, culinary, business, entertainment and sports personalities.

Also in attendance were officials of the Brooklyn Nets, Barclays Center, National Basketball Association, Filipino-American community members, tastemakers and influencers.

In an interview during the launch, Consul General Theresa Dizon-de Vega noted that Tanduay's new deal with Barclays and the Nets is a significant development for Philippine products attempting to capture the global market.

Through an innovative and bold sports and multi-venue tie-up Tanduay has helped pave the way for more Philippine products to gain a foothold in the global arena.

Representing Tanduay Rum at the launch were Mr. Paul Y. Lim, Mr. Joseph Chiong and Mr. Roger Spears of Tanduay Distillers Inc.; and on the New York promotions side by Mr. Michael Ang of Outbreak Media.

Tanduay was founded in the Philippines in 1854 and is the second largest rum producer in the world, manufacturing over 18 million cases in 2016.

It has won international awards for its high quality rums using a blending process crafted over 160 years ago.

Tanduay Rum is also recognized as one of the most decorated international spirit brands and is made from some of the world's finest sugarcane in the world.

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Consul General Theresa Dizon-de Vega talks about the business of and marketing strategy of Tanduay Rum to Mr. Paul Y. Lim, representative of Tanduay Distillers, Inc. (Photo by DCG Felipe Cariño)