

Voilà!



David Ortiz



Please drink responsibly.

DAVID ORTIZ'S
new Ozama Rum strives to
tell the authentic story of the
baseball legend's home country.

(see inside)



The Dominican Republic in a Glass

BY HOLLY RIDDLE

“It was a long process to get it right, but I didn’t want this to be a celebrity thing. I wanted it to be something I could be proud of, something that represents my roots and my people,” he said.

In May, Hall of Fame baseball legend David Ortiz launched Ozama Rum. It’s an endeavor that channels the values that propelled him to success as an athlete; pays homage to his Dominican roots; and gives back to the Dominican Republic in a tangible manner. In other words, for such a young brand, Ozama Rum is doing some heavy lifting—and Ortiz says he’s just getting started.

“Rum is in our DNA back home. It’s what we drink at family gatherings, on the beach, during celebrations—but I never saw a brand that truly captured the soul of the Dominican Republic, [and] how we live, how we party, how we care for our communities,” Ortiz explained of the brand’s founding. “So, I wanted to change that. I want Ozama to be a legacy brand. It’s about telling our story the right way.”



David Ortiz

In order to convey that story, Ortiz knew that Ozama had to be 100% authentically Dominican, start to finish. Every step of the process, from fermentation to bottling, occurs in the Dominican Republic, utilizing local sugarcane from San Pedro de Macorís. The name refers to the Ozama River, where Ortiz spent time as a child fishing and crabbing (hence the label’s crab), making some of his best memories. Two percent of the brand’s profits go to cleaning and protecting the Ozama River, which Ortiz says has struggled over the years, and if Ozama Rum can bring attention and resources to restore the river, it’s “a win way bigger than any sales number.”

Ortiz himself was hands-on throughout the product’s development, from conception to final blend.

“It was a long process to get it right, but I didn’t want this to be a celebrity thing. I wanted it to be something I could be proud of, something that represents my roots and my people,” he said.

He added, “Baseball taught me a lot of values I hold true every day: discipline, teamwork, patience, and always striving for excellence. When you’re building something like Ozama Rum, you need all of that. I didn’t want to just put my name on a bottle and call it a day.”



The result of Ortiz's dedication? It's a bold but smooth, warm and welcoming rum that bottles up the Dominican spirit, energy, and hospitality.

"I wanted Ozama to feel like the Dominican Republic in a glass," Ortiz noted. "You'll taste coconut, dried fruit, vanilla—those warm, tropical flavors that take me right back home. What really gets me is when people take that first sip. Their eyes get big, they smile, and you can see it just hits different. It's real, its raw excitement and enthusiasm that people feel. That's what I wanted to achieve, to capture the joy, the comfort, the flavor of where I'm from. Good taste brings happiness, and that's what the DR is all about."

So, if you pick up a bottle of Ozama Rum, which is available in three varieties—Ozama Blanco, Ozama Añejo, and Ozama Gran Añejo—how should you enjoy it? Ortiz recommends pouring the Gran Añejo over ice and letting the rum speak for itself.

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Check Out This Month's Recipe

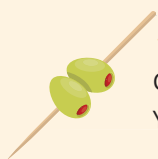
Santo Verde

INGREDIENTS:

- 2 oz Ozama Blanco Rum
- 1.5 oz Basil and green apple syrup
- 1 oz Lemon cordial
- 3 dashes Angostura bitters
- Lemon peel
- Fresh basil, *for garnish*

PREPARATION:

1. In a shaker, combine Ozama Blanco Rum, basil and green apple syrup, and lemon cordial.
2. Add ice and shake vigorously for 10–15 seconds.
3. Strain and pour into glass.
4. Express the lemon peel over the drink and garnish with fresh basil.



Check out the **MIXOLOGY SERIES** on the NH Liquor & Wine Outlet YouTube channel for more great recipes!





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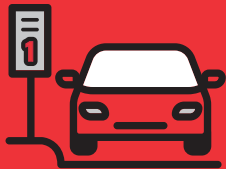


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NEW



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	Blood Monkey	Irish Gin	700mL	\$39.99 \$34.99	Code 62574
	The Mixology Company Amaretto Sour	Ready-to-Drink	375mL	\$12.99 \$9.99	Code 63563
	The Mixology Company Cosmopolitan	Ready-to-Drink	375mL	\$12.99 \$9.99	Code 63566
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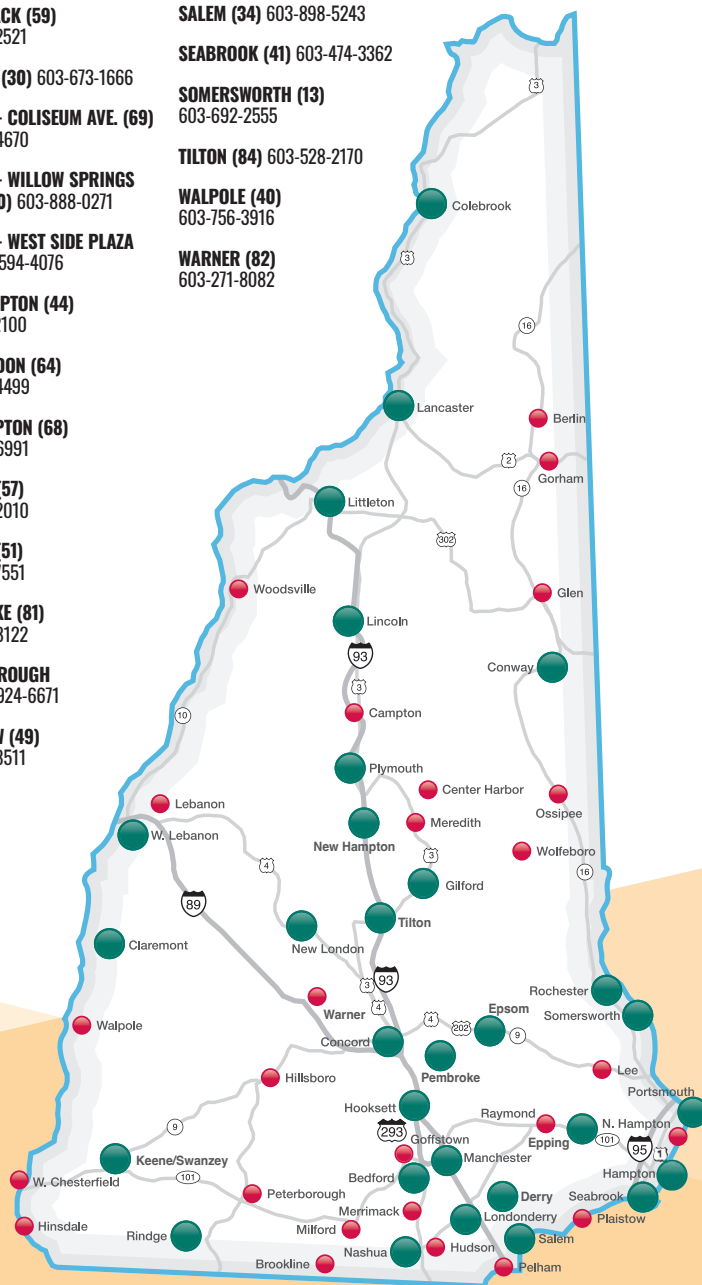
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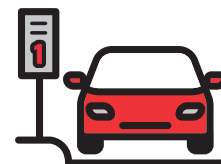
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