



Crafted From Only The Most Premium
Ingredients To Make Every Cocktail
Extraordinary!



In the late eighteenth century, sailors of the Royal Navy received daily rations of lime juice as a means to eliminate scurvy among their crews. This gave rise to the nickname “limeys” amongst non-British sailors. The preservation of the fruit juice was done with the addition of rum until 1865 when Lauchlan Rose, a ship chandler, patented a process of preserving the juice with sugar rather than alcohol. In doing so, he created a juice loved by a much larger global market.

The first L. Rose & Co. factory opened in Leith, Scotland in 1868 sourcing his product from the finest lime plantations of the West Indies. By 1875, the growing demand meant moving the factory to London.

Nearly 150 years later, the Rose's brand continues to hold its Royal Warrant to Her Majesty Queen Elizabeth II. Rose's history of quality and tradition is yours to enjoy in all of our ingredients and mixers.



ROSE'S GIMLET

COMPLEXITY: SIMPLE

Ingredients:

- 2/3 oz Rose's Lime Juice
- 2 oz London Dry Gin

Method:

Shake ingredients in a cocktail shaker with cracked ice. Strain into a chilled cocktail glass

Garnish:

Lime Wheel



ROSE'S LONG ISLAND ICED TEA

COMPLEXITY: HIGH

Ingredients:

- 3/4 oz Rose's Triple Sec
- 3/4 oz Rose's Simple Syrup
- 3/4 oz Rose's Sweet N Sour
- 3/4 oz Vodka
- 3/4 oz White Rum
- 3/4 oz Gin
- 3/4 oz Silver Tequila
- Splash Cola

Method:

Add all ingredients (except cola) into a Collins glass with ice. Top with a splash of cola & stir briefly.

Garnish:

Garnish with lemon wedge or slices of peach.



ROSE'S HURRICANE

COMPLEXITY: HIGH

Ingredients:

- ½ oz Rose's Grenadine
- 1 oz Rose's Lime Juice
- 2 oz Light Rum
- 2 oz Dark Rum
- 1 oz Of Orange Juice
- ½ oz Passion Fruit Puree

Method:

Add all ingredients into a shaker with ice & shake until well chilled. Strain into a large Hurricane glass over fresh ice.

Garnish:

Orange Wheel & Cherry



ROSE'S MOJITO

COMPLEXITY: MEDIUM

Ingredients:

- ½ oz Rose's Simple Syrup
- 1.5 oz Muddle Limes
- 2 oz White Rum
- Club Soda or Sparkling Water
- Mint Leaves
- Lime

Method:

Lightly muddle mint leaves and fresh lime in a cocktail shaker until aromatic. Add rum, Rose's Simple Syrup, ice and shake. Strain into a cocktail glass filled with ice. Top with club soda.

Garnish:

Garnish with lime slices and mint leaves.





ROSE'S® SWEETENED LIME JUICE

The Original Cocktail Ingredient! Made with 100% real lime juice, the tangy taste of Rose's Lime Juice is sweetened for ultimate mixability.

ROSE'S® GRENADINE SYRUP

This sugary, pomegranate juice and heat ingredient has a distinctly tart and fruity flavor with a dark red color. Most commonly used for popular cocktails including the Tequila Sunrise, Hurricane & Shirley Temple.



ROSE'S® SIMPLE SYRUP

The ultimate ingredient behind the bar to add the pure sweetness of cane sugar to any beverage.



ROSE'S® TRIPLE SEC SYRUP

A rich and bold fresh orange flavor with a sweet, zesty orange peel finish. The perfect ingredient addition to margaritas and classic cocktails.



ROSE'S® POMEGRANATE SYRUP

A combination of sweet, fresh pomegranate with a touch of tart citrus and background berry flavors. Perfect for adding flavor and flare to a Pomegranate Martinis, Margaritas, Cosmopolitan or Spritz!



ROSE'S® SWEET & SOUR DRINK MIX

The rich taste of tangy citrus flavors sweetened for ultimate mixability into any spirits or cocktail.



	PACKAGE	CASE LENGTH (INCHES)	CASE WIDTH (INCHES)	CASE HEIGHT (INCHES)	PACKAGE DEPTH (INCHES)	PACKAGE WIDTH (INCHES)	PACKAGE HEIGHT (INCHES)	SELLING UNITS PER CASE	UPC
ROSE'S GRENADINE SYRUP	120Z	10.250	7.813	7.805	2.431	2.431	7.68	12	 0 16600 00005 0
ROSE'S GRENADINE SYRUP	1L	13.750	10.188	11.558	3.298	3.298	11.433	12	 0 16600 00076 0
ROSE'S GRENADINE SYRUP	250Z	12.938	9.563	9.826	3.109	3.109	9.701	12	 0 16600 00104 0
ROSE'S SWEETENED LIME JUICE	1L	13.750	10.188	11.558	3.298	3.298	11.433	12	 0 16600 00073 9
ROSE'S SWEETENED LIME JUICE	120Z	10.250	7.813	7.805	2.431	2.431	7.68	12	 0 16600 00004 3
ROSE'S SWEETENED LIME JUICE	250Z	12.938	9.563	9.826	3.109	3.109	9.701	12	 0 16600 00103 3
ROSE'S POMEGRANATE SYRUP	120Z	10.250	7.813	7.805	3.109	3.109	9.701	12	 0 16600 00162 0
ROSE'S POMEGRANATE SYRUP	1L	13.313	10.125	11.625	3.298	3.298	11.433	12	 0 16600 00164 4
ROSE'S SIMPLE SYRUP	120Z	10.250	7.813	7.805	3.109	3.109	9.701	12	 0 16600 00142 2
ROSE'S SIMPLE SYRUP	1L	13.313	10.125	11.625	3.298	3.298	11.433	12	 0 16600 00154 5
ROSE'S SWEET & SOUR DRINK MIX	1L	13.750	10.188	11.558	3.298	3.298	11.433	12	 0 16600 30722 7
ROSE'S TRIPLE SEC SYRUP	120Z	10.250	7.813	7.805	3.109	3.109	9.701	12	 0 16600 00160 6
ROSE'S TRIPLE SEC SYRUP	1L	13.313	10.125	11.625	3.298	3.298	11.433	12	 0 16600 00167 5

NOW IS THE PERFECT TIME TO GET IN THE MIX WITH ROSE'S!

Consumers are imbibing now more than ever and exploring a variety of tastes in popular cocktails! Premium claims on mixers have tripled since 2013 and Rose's is the share leader in this expanding category accounting for 30% of every ingredient dollar spent!¹

Today's ingredient consumer is evolving! Expectations are rising driven by:

- **Premiumization of the cocktail category.**
- **Quality ingredient demands.**
Our Cane Sugar ingredient highly perceived among consumers²
- Variety seeking & exploration of flavors.
ROSE's continues to expand its portfolio
ALIGNING WITH consumer desires for fruit forward flavors – **delivering variety and great taste exploration** to the top interests in classic cocktails!³
- On-premise & Off-Premise/At-Home alcohol sales continue to rise due to consumers' interest in premium alcohol beverages.
- Growing at-home and on-the-go usage occasions.
55% of Americans now prefer at home consumption as an affordable alternative to expensive nights out. **1 in 5 consumers use syrups** to make their cocktails and mixed drinks at home.⁴
- Consumers are looking for versatile and premium options for their cocktails.⁵
- **Rose's reach and loyalty is unmatched by competition** – nearly 2 X's higher than the next two leading ingredient brands combined!⁶



¹IRI TOTAL OUTLETS FY 2019; 2. IRI PANEL TOTAL OUTLETS FY 2019

²DPSG/ORC SWEETENER SURVEY (N=1,018) - NOV 2017

³TECHNOMIC FLAVOR CONSUMER TREND REPORT 2018

⁴MINTEL, ALCOHOLIC BEVERAGE MIXERS - US - SEP 2018 3 KDP INNOVATION POSITIONING; NIELSEN LINE ADVISOR - FEB 2018

⁵KANTAR SHOPPER INSIGHTS, INNOVA MARKET INSIGHTS, IRI, 12 MONTHS EDISON DATA 10/17 - 10/18

⁶MINTEL ALCOHOLIC BEVERAGE DRINKING OCCASIONS - US - MARCH 2018 PANEL DATA - IRI L52WKS ENDING 9/2019