



Angostura
House Rules campaign
Final sign-off
22.01.14

Rule no. 1: Generic

Short rule:

‘Enjoy every moment’

Long rule:

‘Angostura makes every moment more enjoyable. Our Trinidadian rums and bitters are the perfect way to celebrate any occasion – or no occasion at all.’

Please note there are two formats available for how the rule copy can be used:

- Short rule and long rule
- Short rule only

**Rule no. 1: Generic
Original images**



HOUSE RULES

Nº1

ENJOY THE MOMENT



THE HOUSE OF
ANGOSTURA®
EST. 1824



HOUSE RULES

N°1

ENJOY THE MOMENT

ANGOSTURA MAKES EVERY MOMENT MORE ENJOYABLE.
OUR TRINIDADIAN RUMS AND BITTERS ARE THE PERFECT
WAY TO CELEBRATE ANY OCCASION – OR NO OCCASION AT ALL.

THE HOUSE OF
ANGOSTURA®
EST. 1824



Rule no. 2: Bitters as part of a cocktail

Short rule:

‘Always mix Bitters with pleasure’

Long rule:

‘Angostura Aromatic Bitters is the unmistakable heart of a great cocktail. And it’s been our secret since 1824.’

Please note there are two formats available for how the rule copy can be used:

- Short rule and long rule
- Short rule only

**Rule no. 2: Bitters as part
of a cocktail**

Original image



HOUSE RULES

N°2

ALWAYS MIX BITTERS
WITH PLEASURE



PLEASE DRINK RESPONSIBLY

WWW.ANGOSTURA.COM

HOUSE RULES

N°2

ALWAYS MIX BITTERS
WITH PLEASURE

ANGOSTURA AROMATIC BITTERS IS THE UNMISTAKABLE
HEART OF A GREAT COCKTAIL. AND IT'S BEEN OUR
SECRET SINCE 1824.



ANGOSTURA®
aromatic bitters

FROM THE HOUSE OF ANGOSTURA



Rule no. 4: 1919 with coconut water

Short rule:
‘Celebrate every day’

Long rule:
‘A measure of Angostora 1919. A little coconut water. All poured over the crackle of fresh ice. It’s how we drink it right here in Trinidad. Join us, wherever life finds you.’

Please note there are two formats available for how the rule copy can be used:

- Short rule and long rule
- Short rule only

Angostura

Good Thinking

good

Rule no. 4: 1919 with

coconut water

Original image



HOUSE RULES

N°4

CELEBRATE EVERY DAY



EST. 1824
ANGOSTURA®
CARIBBEAN RUM

FROM THE HOUSE OF ANGOSTURA



PLEASE DRINK RESPONSIBLY

WWW.ANGOSTURA.COM

HOUSE RULES

N°4

CELEBRATE EVERY DAY

A MEASURE OF ANGOSTURA 1919. A LITTLE COCONUT
WATER. ALL POURED OVER THE CRACKLE OF FRESH ICE.
IT'S HOW WE DRINK IT RIGHT HERE IN TRINIDAD.
JOIN US, WHEREVER LIFE FINDS YOU.



EST. 1824
ANGOSTURA®
CARIBBEAN RUM

FROM THE HOUSE OF ANGOSTURA



Rule no. 5: 5 year old as part of a mixed drink

Short rule:
‘Feel more alive’

Long rule:
‘Some amazing moments are just meant to be. Like taking a glass of our smooth, 5 Year Old Trinidadian rum on the rocks – then pouring over some ginger ale. Angostura brings it all together.’

Please note there are two formats available for how the rule copy can be used:

- Short rule and long rule
- Short rule only

**Rule no. 5: 5 year old as part
of a mixed drink**

Original image



HOUSE RULES

N.º 5

FEEL MORE ALIVE



EST. 1824
ANGOSTURA®
CARIBBEAN RUM

FROM THE HOUSE OF ANGOSTURA



HOUSE RULES

No. 5

FEEL MORE ALIVE

SOME AMAZING MOMENTS ARE JUST MEANT TO BE.
LIKE TAKING A GLASS OF OUR SMOOTH, 5 YEAR OLD
TRINIDADIAN RUM ON THE ROCKS – THEN POURING OVER
SOME GINGER ALE. ANGOSTURA BRINGS IT ALL TOGETHER.



EST. 1824
ANGOSTURA®
CARIBBEAN RUM

FROM THE HOUSE OF ANGOSTURA



Rule no. 7: 7 year old as part of a mixed drink

Short rule:
‘Release the flavour’

Long rule:
‘Maple, chocolate, honey and toffee – our 7 Year Old rum has taste to spare. Add a splash of ginger ale for the perfect refreshment.’

Please note there are two formats available for how the rule copy can be used:

- Short rule and long rule
- Short rule only

**Rule no. 7: 7 year old as part
of a mixed drink**

Original image



HOUSE RULES

No.
2

RELEASE THE FLAVOUR



EST. 1824
ANGOSTURA®
CARIBBEAN RUM

FROM THE HOUSE OF ANGOSTURA



PLEASE DRINK RESPONSIBLY

WWW.ANGOSTURA.COM

HOUSE RULES

No. 2

RELEASE THE FLAVOUR

MAPLE, CHOCOLATE, HONEY AND TOFFEE – OUR 7 YEAR OLD RUM HAS TASTE TO SPARE. ADD A SPLASH OF GINGER ALE FOR THE PERFECT REFRESHMENT.



EST. 1824
ANGOSTURA®
CARIBBEAN RUM

FROM THE HOUSE OF ANGOSTURA



Rule no. 18: 1824 as a sip and savour

Short rule:
'Perfectionists only'

Long rule:
'12 patience-testing years: that's how long 1824 matures in charred American oak bourbon barrels. Enjoy it with friends, or simply while reflecting on the good things in life. But take your time. We did.'

Please note there are two formats available for how the rule copy can be used:

- Short rule and long rule
- Short rule only

Angostura

Good Thinking

good

Rule no. 18: 1824 as a sip

and savour

Original image



HOUSE RULES

N°18

PERFECTIONISTS ONLY



EST. 1824
ANGOSTURA®

CARIBBEAN RUM
FROM THE HOUSE OF ANGOSTURA



PLEASE DRINK RESPONSIBLY

WWW.ANGOSTURA.COM

HOUSE RULES

N°18

PERFECTIONISTS ONLY

12 PATIENCE-TESTING YEARS: THAT'S HOW LONG 1824 MATURES IN CHARRED AMERICAN OAK BOURBON BARRELS. ENJOY IT WITH FRIENDS, OR SIMPLY WHILE REFLECTING ON THE GOOD THINGS IN LIFE. BUT TAKE YOUR TIME. WE DID.

EST. 1824
ANGOSTURA®
CARIBBEAN RUM

FROM THE HOUSE OF ANGOSTURA



Rule no. 19: 1919 as a sip and savour

Short rule:

‘Take it even easier’

Long rule:

‘When life’s a little hard, relaxing doesn’t have to be. In fact, kicking back could well be what Angostura 1919 rum was made for. ’

Please note there are two formats available for how the rule copy can be used:

- Short rule and long rule
- Short rule only

Rule no. 19: 1919 as a sip

and savour

Original image



HOUSE RULES

N°19

TAKE IT EVEN EASIER



EST. 1824
ANGOSTURA®
CARIBBEAN RUM

FROM THE HOUSE OF ANGOSTURA



PLEASE DRINK RESPONSIBLY

WWW.ANGOSTURA.COM

HOUSE RULES

N°19

TAKE IT EVEN EASIER

WHEN LIFE'S A LITTLE HARD, RELAXING DOESN'T HAVE TO BE. IN FACT, KICKING BACK COULD WELL BE WHAT ANGOSTURA 1919 RUM WAS MADE FOR.

EST. 1824
ANGOSTURA®
CARIBBEAN RUM

FROM THE HOUSE OF ANGOSTURA



Rule no. 25: Apple ginger mojito cocktail

Short rule:

‘Some mojitos are better than others’

Long rule:

‘We’re talking about the ones created with Angostura 5 Year Old – and our legendary aromatic bitters. Squeeze in some fresh limes – then add mint, pressed apple juice, sugar syrup – and a splash of ginger beer.’

Please note there are two formats available for how the rule copy can be used:

- Short rule and long rule
- Short rule only

Angostura

Good Thinking

good

Rule no. 25: Apple ginger

mojito cocktail

Original image



HOUSE RULES

N°25

SOME MOJITOS ARE
BETTER THAN OTHERS



EST. 1824
ANGOSTURA®
CARIBBEAN RUM

FROM THE HOUSE OF ANGOSTURA



HOUSE RULES

N°25

SOME MOJITOS ARE
BETTER THAN OTHERS

WE'RE TALKING ABOUT THE ONES CREATED WITH ANGOSTURA 5 YEAR OLD – AND OUR LEGENDARY AROMATIC BITTERS. SQUEEZE IN SOME FRESH LIMES – THEN ADD MINT, PRESSED APPLE JUICE, SUGAR SYRUP – AND A SPLASH OF GINGER BEER.

EST. 1824
ANGOSTURA®
CARIBBEAN RUM

FROM THE HOUSE OF ANGOSTURA



Rule no. 30: Daiquiri cocktail

Short rule:

‘Build a better Daiquiri’

Long rule:

‘It takes an award-winning Trinidadian rum to elevate the humble Daiquiri. Start with Angostura 1919 – then add lime, sugar syrup and ice. Shake. Then savour the difference.’

Please note there are two formats available for how the rule copy can be used:

- Short rule and long rule
- Short rule only

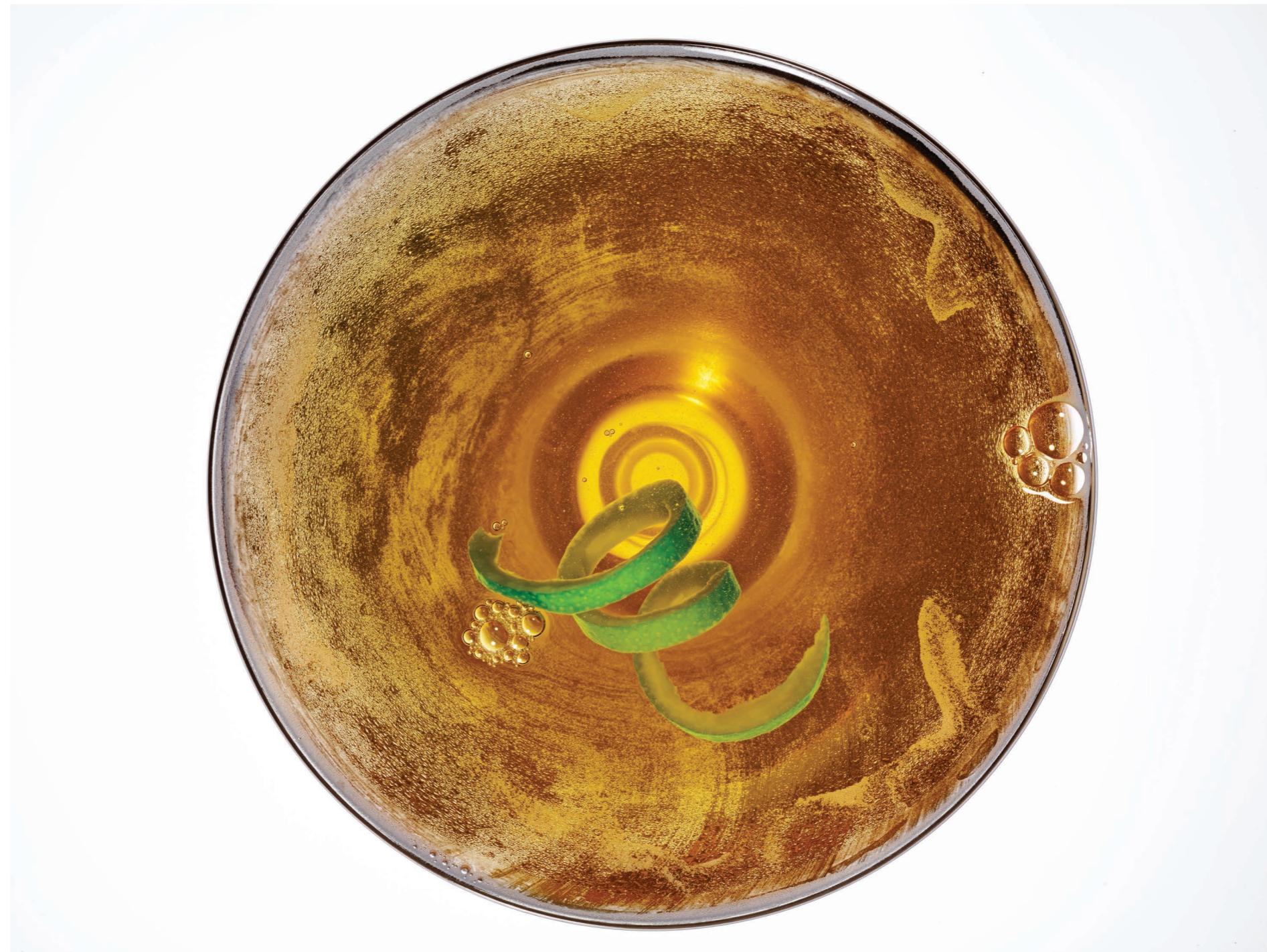
Angostura

Good Thinking

good

Rule no. 30: Daiquiri cocktail

Original image



HOUSE RULES

Nº30

BUILD A BETTER DAIQUIRI



EST. 1824
ANGOSTURA®
CARIBBEAN RUM

FROM THE HOUSE OF ANGOSTURA



PLEASE DRINK RESPONSIBLY

WWW.ANGOSTURA.COM

HOUSE RULES

N°30

BUILD A BETTER DAIQUIRI

IT TAKES AN AWARD-WINNING TRINIDADIAN RUM TO ELEVATE THE HUMBLE DAIQUIRI. START WITH ANGOSTURA 1919 – THEN ADD LIME, SUGAR SYRUP AND ICE. SHAKE. THEN SAVOUR THE DIFFERENCE.



EST. 1824
ANGOSTURA®
CARIBBEAN RUM

FROM THE HOUSE OF ANGOSTURA



Product shots

Product shots
Orange bitters



Product shots
Original bitters



Product shots

3 year old



Angostura

Good Thinking

Product shots
5 year old

good



Product shots

7 year old



Product shots

1919



Product shots

1824



Product shots

Full range





Thank you