

## Bundaberg Rum Visitor Experience



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★★★★★ TripAdvisor

### AWARDS

2018 Queensland Tourism Awards - Gold Winner, Tourism Wineries, Distilleries and Breweries & Silver Winner, Tourist Attractions  
Worlds Best Distillery Retail Experience 2017 & 18  
Worlds Best Distillery Educational Experience 2017  
Worlds Best Distillery Event 2018

### TOURS

#### Blend Your Own Rum Experience

Ever wanted to become a Bundaberg Rum Master Blender? Now you can with the world's first Blend Your Own Rum Experience. During this top shelf experience, you'll learn the art of tasting and blending our world famous rum. You'll then pour it yourself direct from the barrel, cap it, label it and leave the very same day with two of your very own bottles with your name on them.

- Exclusive VIP Rum blending experience
- Take home two personally blended bottles of Rum
- All three Bundaberg Rum experiences in one package

**Operates** Tuesday, Thursday & Saturday - 1 tour a day

**Duration** 12.15pm - 3.00pm + tastings & museum entry

**Conditions** Max participants of 16  
Bookings essential  
Enclosed shoes must be worn

#### Museum Experience Tour

Located within a retired bondstore that has previously aged some of Bundaberg's finest rums, this self-guided, self-paced interactive Bundaberg Rum Museum Experience will allow you to see, touch and smell your way through the rich history of Bundaberg Rum.

**Operates** 9.30am - 3.30pm weekdays & 9.30am - 2.30pm weekends & public holidays

**Duration** Self-paced

#### Distillery Experience Tour

After exploring the Bundaberg Rum Museum experience and immersing yourself in the rich history of Bundaberg Rum, join one of our expert Distillery Guides on a guided journey deep into the heart of our fully operational Bundaberg Rum Distillery.

- Includes 2 samples at the conclusion of the tour
- Combines both museum and guided distillery tours

**Operates** Tours run every hour from 10.00am - 3.00pm weekdays & 10.00am - 2.00pm weekends & public holidays

**Duration** 1 hour + tastings & museum entry

**Conditions** Enclosed shoes must be worn

### PRODUCT DESCRIPTION

#### 50 Words

Discover the genius behind the Bundaberg Rum liquid in our newly renovated Visitor Experience Tours and Distillery Store. The Visitor Experience now offers two new tour experiences in addition to the famous Distillery tour – the Bundaberg Rum Museum Experience and the world's first Blend Your Own Rum Experience.

#### 100 Words

Under the careful and crafty eyes of our distillers, blenders and bondsmen, millions of litres of Australia's iconic Bundaberg Rum are aged to perfection here at the Bundaberg Rum Distillery. Following an \$8.5M upgrade to the Bundaberg Rum Visitor Experience in 2016, you can explore and experience the Distillery for yourself through a range of new, interactive and updated tour options. The Visitor Experience now offers two new tour experiences in addition to the famous Distillery tour – the Bundaberg Rum Museum Experience and the world's first Blend Your Own Rum Experience.

### TARGET MARKETS

- Individuals
- Couples
- Families
- Groups
- Backpackers
- FIT's
- Over 50's
- Self Drive
- Corporate Travellers

### TOP SELLING POINTS

- Australia's most award Rum Distillery
- Australia's only Blend Your Own Rum Experience
- Over 130 years of history
- Voted world's best distillery and educational experience
- The home of the iconic Bundaberg Rum

### FACILITIES

- Open 7 days (closed Good Friday, ANZAC Day & Christmas Day)
- Disabled parking/toilets/access
- Coach parking bays
- Cafe
- The biggest Bundaberg Rum shop in the world

*All visitors to the Distillery under age of 18 must be accompanied by a responsible adult at all times*

### CONTACT DETAILS

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