

We can take Ten to One Rum global

Co-owners Marc Farrell and Ciara:



Platinum-selling American singer/songwriter and Ten to One Rum co-owner, Ciara Wilson at the Hyatt Regency in Port-of-Spain yesterday. At left is CEO and founder of Ten to One Rum Marc Farrell. PHOTO BY KERWIN PIERRE

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Platinum-selling American singer/ songwriter and Ten to One Rum co-owner, Ciara Wilson, is eager to expand the brand's reach in the Caribbean market.

The singer, who played with Spirit Mas on Carnival Tuesday, is in the country to do promotional work for the brand.

"There's so much opportunity. I think we're in the land of rum. So, you know, we were eating, I had some beef stew and macaroni pie, and all that good stuff just the other day. And when you look on the menu, you see rum, rum, rum, rum, rum, rum. And all I can see is more Ten to One, Ten to One, Ten to One. So I think it's definitely the goal for us to continue to take people on the journey with us, to get them to reimagine rum and see how much fun you can have and how far rum can go. We say, anything you can do, rum can do better. So anything you can do, rum can do better, is our philosophy. So the goal is to keep on spreading the message and the good word," said Ciara at the press conference at the Hyatt Regency on Ash Wednesday.

Ten to One rum was created by Trinidadian Marc Farrell in 2019, however Ciara invested in the brand in 2021.

She explained she always had a special connection to rum, as it had been her first drink when she attained the legal drinking age in the United States.

“I got to have my first drink, and it was with rum. So I’ve always been a super huge fan of rum, and so it was super organic and authentic when Marc and I met, and he introduced me to the incredible works of Ten to One.

And so I’m just super proud to be on this journey with him as a co-founder and investor, and just super, super proud of who we are today,” said Ciara of the rum that earned international awards in 2023 and 2024.

Farrell, who is also a director on the Massy Holdings board, said the team is proud of these accolades as it was crucial to grow the brand in America and Europe. He echoed Ciara’s sentiment that the Caribbean was an important market to the brand.

He said, “We have this kind of shared ambition, which is that there’s this crazy opportunity around rum to take it to more places and spaces. I think the ambition for us is, we started in New York as our first market, expanded around the US. Now you have designs on taking it, I mean, to Europe, to Asia at some stage. I mean wherever ramp and travel.

Of course, as Ciara reflected, the soul of the brand is here. And so, trying to make sure that it occupies the right places and spaces in the Caribbean is also really important.”

Farrell said he and Ciara worked yesterday, Ash Wednesday, as the co-owners of the rum brand had planned various promotional events.