# nusa caña

8.4095° S
115.1889° E

## indonesian rum revival

# WIN

# A TRIP TO BALI WORTH OVER $7K

Win an immersive 4-day trip to Bali for two, valued at over $7,000, by bringing the forgotten story of Indonesian rum back to life through **Nusa Caña** Coconut Rum.

The Indonesian Rum Revival invites bartenders across Australia to **create a cocktail that hero's coconut**, tells a story, and reflects the culture, inspiration or ingredients of the Indonesian archipelago. Run it in venue throughout August, share its story online, and take part in reviving one of rum's most overlooked origins.

This isn't just a cocktail competition.
**It's a revival.**

# how to enter:

**July 1st - 31st**

### 1. Create a Coconut Cocktail with Nusa Caña

- Must feature **minimum 45mL** Nusa Caña Coconut Rum

### 2. Share the Drink & Story on Instagram

- Share the story behind your drink – inspiration, culture, place, or technique.
- Post a photo or video (bonus points for video)
- Follow and tag **@nusacana** & **@altus.brands** on Instagram
- Use the competition hashtag **#IndoRumRevival**

**August 1st - 31st**

### 3. Put your creation on the menu

- Cocktail **must** be available in venue for the full month of August and printed on a menu

### 4. Finalist Cocktails will be Judged

- Creations that meet all criteria and stand out as final material will be judged in-venue to determine the winning Nusa Caña cocktail

an immersive trip to indonesia

# EXPERIENCE THE SOUL OF nusa caña

The winning bartender will experience the culture, spirit and story of Nusa Cana at its source — from island traditions to local influences — gaining a deeper understanding of Indonesian rum that can only be found in place.

TRAVEL DATE:
**SEPTEMBER 2026**

## the prize:

- An immersive 4-day trip to Bali for two.
- Return Flights & 4 Nights Accommodation
- One-Night Guest Shift at key Nusa Caña venue in Bali
- Food & Drinks Included
- Travel in September 2026

## what makes this different?

For centuries, Indonesia has been home to a rich and deeply rooted rum-making culture — shaped by its islands, people and produce. Yet its story has largely remained untold beyond its shores.

## judging process:

From online entries, the top three cocktails from each state will be selected. Our judges will then visit each finalist venue to experience the cocktails in person, **before selecting one national winner based on:**

- Storytelling
- Creativity & execution
- Balance & flavour
- Connection to Indonesian culture and Nusa Cana