



FOR FELLOWS GMBH
ZUM KIRCHDORFERGUT 1
4062 KIRCHBERG-THENING / AUSTRIA

FOUR FELLOWS. FIFTY FRIENDS. ENDLESS FRIENDS OF FRIENDS.

4X50 [FourFifty] R.N.P. Finely Distilled Superior Rum is the story of four fellows who decided to create a product. A product in celebration of friendship. Their own friendship, of course. But even more, the *idea* of friendship. A product to celebrate friendships old and new.

They considered luxury clothing, the specialty of Markus. Thankfully, they opted for spirits, the specialty of Hans. A master distiller, some say best in the world, Hans knew they could set a new standard for super-premium rum.

Perfect, said Tom, a brand guru. What spirit is more sociable than rum—or more in need of disruption? Enough about pirates and islands. This will be the world’s first social rum. Contemporary but ageless. Global but placeless.

Markus, Hans, Tom. And the fourth fellow? He prefers not to be named, but they couldn’t have done it without him. Together, the four have disrupted the world of rum with a new vision and a superior product. By friends. For friends.

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The fellows knew they had achieved a new standard of rum, but they wanted proof of concept. Proof of quality. So they established the Rum Council. Fifty of the world’s top chefs, sommeliers, mixologists and other experts. All friends.

“Chef of the Century” Eckart Witzigman, the first German-speaking 3-Michelin-Star chef, is honorary head of the Rum Council. When the full roster of members is revealed, 4X50 will be the world’s first rum backed by 100 Michelin stars.

Members of the Rum Council volunteer their honest feedback and support, the kind only true friends can provide. To keep the Council fresh and relevant, members serve four-year terms, then become honorary members for life.

4X50. Four fellows. Fifty friends. Connected by an ‘X’, the sign of crossed swords, the knightly symbol of friendship. The name tells the story. But the story continues as friends tell friends about the world’s first social rum.

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Fellows, investors and Rum Council members can all recommend friends to be members of the Friends the 4X50 society. In the spirit of friendship, each new member receives his or her own complimentary bottle of 4X50. But that’s just the beginning.

Upon joining, all new Friends of 4X50 are welcome to recommend their *own* friends. This next wave of members receives a 4X50 tasting bottle and a 4X50 rum glass, specially developed by Riedel. As the society grows, so do opportunities to meet and make friends.

Offline, 4X50 organizes 4X50 Supper Clubs, 4X50 Speakeasies (secret pop-up bars) and 4X50 Takeovers (unique bar events) around the world. Online, it delivers unique social content and offerings. Rum is sociable by nature; 4X50 is creating a culture of sociability on top.



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SUPERIOR PRODUCT AND DESIGN. DISRUPTIVE BUSINESS MODEL.

To create a new standard of rum, it was necessary to disrupt—to expose the old standards for what they were, half-truths and marketing ploys. The true quality of rum lies not in its age or place of origin, but in the quality of the sugar cane, the quality of the water, and above all, the quality of the distilling. Fellow Hans Reisetbauer, world-renowned distiller, spent almost a decade learning the art of rum distillation, unlocking its secrets and developing a new standard of super-premium rum—the R.N.P. standard—from the ground up. He and his team built a state-of-the-art distillery—completely customized for 4X50, and fully digitized—that monitors every variable to ensure a level of quality never before achieved.

For sugarcane, Hans worked with the foremost experts, selecting only the best. For water, he tapped a unique Alpine well, his own little secret, its high degree of granite producing water of unparalleled softness. When the rum was ready, he took it to the ultimate rum connoisseur for a tasting. And the verdict? This rum was too good; it needed to be blended with others for added character and edge. Together, Hans and the connoisseur methodically tasted 76 rums, selecting six. 4X50 is 82% Hans' distillation, matured in casks of finest Ysper oak. The remaining 18% comprises rum from two Jamaican distilleries and one each from Guyana, Nicaragua, Venezuela and Guatemala.

Another myth of rum? That sugar must be added. A distiller of the highest caliber, Hans knew it wasn't true. In the end, he created a rum of superior taste with less than three grams of sugar per liter. For perspective, EU law has ruled that, as of May 25, 2021, no rum may contain more than 20 grams per liter. That's almost six times the amount of sugar in 4X50, and yet the new law poses a real threat to many rum brands now on the market.

A product as good as 4X50 needs a design to match, which is why Fellow Tom Wallmann called on another old friend, New York-based creative director Alex Wiederin, to develop the 4X50 logo, bottle and packaging. Alex is best known for his work in fashion, with brands ranging from Givenchy to Cartier, but a little side project of his—the design for George Clooney's Casamigas Tequila, which recently sold for one billion dollars—more than qualified him for the job. Alex designed the sword-crossed 'X' of the logo and developed an iconic bottle featuring sustainable off-cuts of leather from Fellow Markus Meindl's family leather business, which dates to 1683. For the box, Alex selected a special recycled carton from Austrian paper company Flatz.



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SUPERIOR PRODUCT AND DESIGN. **DISRUPTIVE BUSINESS MODEL.**

Determined to disrupt the world of rum, the fellows of 4X50 started with extensive research to identify the sweet spot in the industry, the super-premium segment. They approached their business plan as if they were building a tech company and decided to partner with strategic investors from the outset. Next, the fellows methodically analyzed all aspects of the business, from product to brand to distribution to community, challenging every outmoded assumption and seizing every opportunity to innovate.

To create the right product and control its quality, they needed to own their own production. To leverage the value of their production, they produced and set aside more than 50,000 liters of product, now aging in casks of Ysper oak at the facility. To liberate rum from the tired old clichés, they reimagined it as ageless and placeless, positioned it for a contemporary, cosmopolitan audience—female as well as male—and focused on the most critical component of rum’s DNA, its sociability.

The world’s first social rum was born, and with it the opportunity to build a community of like-minded people who would treat 4X50 as a kind of social currency, recommending it to friends and creating a network effect, the first of its kind for an alcoholic beverage. To harness the true potential of the network, they knew they needed to talk—and sell—to their community directly. In another first for an alcohol brand, 4X50 develops an innovative ‘drop ship’ e-commerce model. The team works on an API that corresponds with the ERPs of 4X50’s distributors, country by country, ensuring unprecedented ease of ordering and fulfillment. Distribution deals with partners for Austria, Germany and the USA have already been completed. Partners for Benelux, Czech Republic, Switzerland, China and Taiwan are currently in the pipeline.

With each new country that comes online, 4X50 plans events — similar to its first, held at Vienna’s world-renowned Steirereck—to begin community building. With the support of Rum Council members, 4X50 Supper Clubs and Launch Events are planned with Tim Raue in Berlin, Cornelia Poletto (for a girls-only event) in Hamburg and Jacob Jan Boerma in Amsterdam, among many others. 4X50 Takeovers are scheduled for Upholstery in New York and Freundschaft in Berlin. Meanwhile, legendary mixologist and bar owner Charles Schumann, has already concocted the 4X50 Sling (recipe attached), the first of many original cocktails and dishes catering to the Friends of 4X50. Such steps are just the beginning of the worldwide community-building activity that will establish 4X50 as the world’s first—and only—social rum. By friends. For friends.

RUM COUNCIL – THE FIRST 22

Name	Profession	Restaurants	City, Country
Eckart Witzigmann	Chef		Munich, Germany
Aldo Sohm	Somelier	Le Bernadin, Aldo Sohm Wine Bar	NY, USA
Andreas Caminada	Chef	Schauenstein, Casa, Caminada, Remisa, IGNIV	Fürstenu, Bad Ragaz, Zurich / Switzerland
Bärbel Ring	Somelier	SÖL'RING HOF	Sylt, Germany
Birgit & Heinz Reitbauer	Chef and Muse	Steirereck	Vienna, Austria
Cornelia Poletto	Chef	Cornelia Poletto / The Twins	Hamburg, Germany / Shanghai, China
Dieter Koschina	Chef	Vila Joya	Algarve, Portugal
Enrico Bartolini	Chef	Mudec, Casual, La Trattoria, Glam, Locanda del Sant'Uffizio, Poggiorosso, Spiga, Roberto's	Milan, Bergamo, Castiglione della Pescaia, Venice, Monferrato, Borgo San Felice / Italy; Hongkong; Dubai & Abu Dhabi
Hans Neuner	Chef	Ocean	Algarve, Portugal
Jacob Jan Boerma	Chef	De Leest, The White Room	Amsterdam, Netherlands
Josef Forstmayr	Hotellier, Austrian Consul	Round Hill Hotel and Villas	Jamaika
Juan Amador	Chef	Amador	Vienna, Austria
Klaus Erfort	Chef	Gästehaus Klaus Erfort	Saarbruecken, Germany
Kurt Gutenbrunner	Chef	Wallsé, Café Sabarsky, Upholstery	NY, USA
Marc Haeberlin	Chef	L'Auberge de l'Ill	Illhausern, France
Markus Glocker	Chef	Batard, Augustine	NY, USA
Maximilian Riedel	Glass manufacturer		Austria
Norbert Niederkofler	Chef	St. Hubertus	St. Kassian in Abtei, Italy
Paula Bosch	Somelier, entrepreneur and book author	Paula Bosch Wine Tastings	Munich, Germany
Roland Trettl	Chef		South Tyrol
Tim Raue	Chef	Restaurant Tim Raue, La Soupe Populaire	Berlin, Germany
Véronique Witzigmann	Gourmet food entrepreneur and book author	Schloss Café Amerang	Munich, Germany



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FOUNDER

MARKUS MEINDL

A passionate entrepreneur and creative freethinker, Markus has been managing a family business—Meindl Fashion, founded in 1683—for more than 20 years. The business is located in Kirchanschöring, Upper Bavaria, and the world of the mountain city dweller is Markus’ special domain. He designs and produces unique products for the overlap of mountain and city, products that are now at home in many areas of life. Markus’ passions influence his actions and thoughts. Sustainability is no momentary phenomenon for him; it is a conviction by which he lives and has been a part of his brand’s DNA for many decades. He believes that honest products, as much today as ever in the past, follow a cycle that does not depend on seasons. Markus’ vision of sustainability can be found in all of his products. Timeless design and uncompromising quality are more important than growth and profit.

HANS REISETBAUER / THE MASTER DISTILLER

For more than 25 years, Hans Reisetbauer has been managing the renowned distillery in Upper Austrian that carries his time. Fourteen skillful employees, state-of-the-art distillation technology, the special maturation of the barrel and Hans’ unparalleled sense of quality are what makes his distillates so unique. “Quality creates friendship” has been Hans’ motto and guiding principle since the beginning. Its meaning comes to life in his orchard and distillery, where quality can be tasted and the warmth of friendship can be experienced firsthand. Ultimately, it is also the quality of the raw material that determines the quality of the distillate, which is why he allows only the best to go into the bottle.

TOM WALLMANN, ENTREPRENEUR / BRAND & MARKETING ADVISOR

Tom is the Brand & Marketing Advisor of BOGNER Luxury Fashion and the personal advisor of Mr Christian Völkers (Chairman, Engel & Völkers), amongst others. He is a Founding Partner and Managing Director of the For Fellows GmbH, parent company of 4X50 R.N.P. During his studies at the University of Economics and Business in Vienna, Tom began working at American Express. In 1996, he followed his dream to live in New York, where he built, together with a partner, the talent agency Walter Schupfer Management, among other ventures. In 2004, he returned to Austria as a Marketing Consultant for Red Bull. Also during this time, together with Ahead Media, he launched Nespresso Magazine. In 2009, after numerous projects in publishing, Tom took over the position of Global Marketing Director at Dedon, the world’s leading outdoor luxury furniture maker. In 2012, his wish to be closer to his Austrian home lead him to Marc O’Polo, where he spearheaded Global Marketing until 2018. He now advises both renowned heritage brands and promising new ventures on branding, marketing and business development. Tom combines an instinct for disruption with a passion for digitization and a powerful sense of community.

COMPANY

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