# Your choice drink when making fruit punch...

**Punchy.** From wild house parties to Kampala's evolving cocktail culture, fruit punch remains the budget-friendly crowd pleaser. Now a new rum blend is shaking up the mix—bringing bold fruit flavours to the city's party scene.



**Bar Talk** *with* **Tony Musho**

BY TONY MUSHOBOROZI

Remember when you were in your 20s, and you attended endless house parties because all your friends and friends' friends had zero responsibilities and were roaming the dating grasslands like wildebeest? Talk about wild and free. Those parties were wild, bro. Lots of laughter, games, smooching (of course), and drinks. The choice of drinks always leaned towards the hardest stuff available as a way of delivering a crazy party on a budget. I once saw a gin at one of these parties, whose ABV (alcohol by volume) was 80 percent. Fear boys.

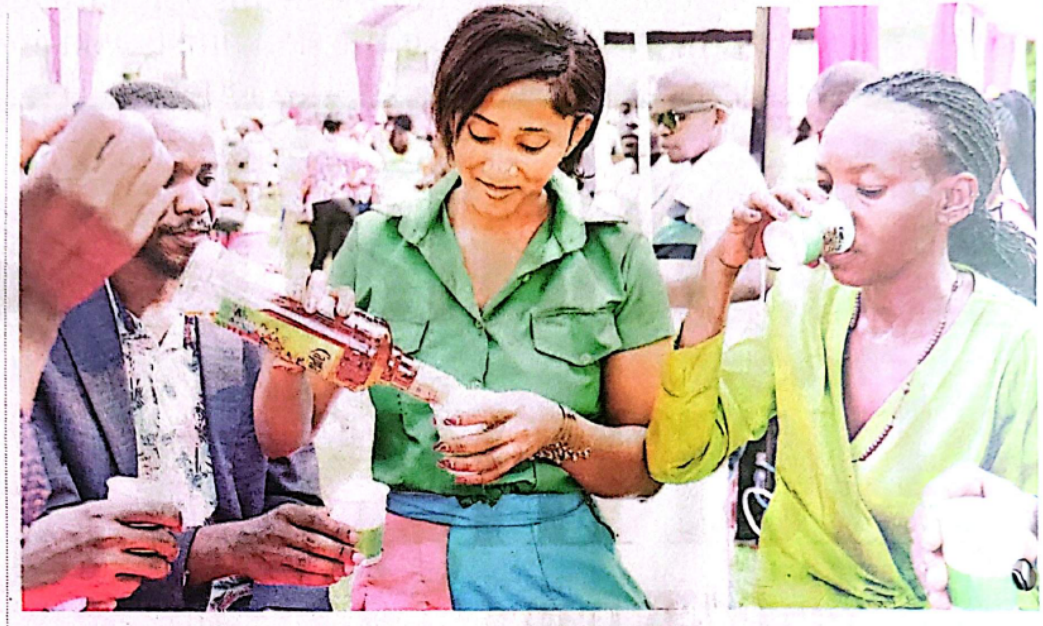
Those parties still happen. You just no longer get invited in them because adulting grounded you. People in their 20s still love the hardest stuff on the market. Some rugged boys always take their choice of drinks a little too far (let's try and forget the days of Kitoko gin). However, the more polished ones always go with a fruit punch. It takes the edge off and fits in the taste preference of pretty much everyone at the party. And there is good reasoning behind this choice.

**What is a fruit punch?**

A fruit punch is a perfect fit for a wild night on a budget. The idea is to mix various fruit juices, mix in some carbonation and ice, garnish it with slices of fresh fruit and spike everything with the spirit of choice.

For people in their 20s, the more affordable the better. The result is a beverage that floats like a butterfly but stings like a bee. It is always characteristically full of flavour, spice, and deceptively light on the palate. But it packs a punch, exactly what younger people are looking for in a party.

Gins, whiskey, and even tequila can be used as a base for a fruit punch, but few are more suited for this job than rum. Rum is perfect in fruit punches because it is naturally much sweeter than gins and whiskies. It brings a rich, complex flavour profile that complements the sweetness of the fruit juices. Combining rum with a fruit punch creates a drink that is refreshing and flavourful, and it remains a hard drink.



**Enter the splash**

Enter the Muck Pit. Chances are that many of the fruit punches you have enjoyed over the years were made with Captain Morgan. It is one of the most well-known rums in this town after all. And recently, as if to cement itself as the choice drink for young people, Captain Morgan has introduced the Muck Pit Melon Splash.

The Muck Pit is an explosion of fruitiness, vanilla, and sweetness, just the right characteristics to blend in a fruit punch like it originated there in the first place. Iit is a blend of the Captain Morgan Original Spiced Gold, ripe honeydew melon, and watermelon with a subtle underlying vanilla spice. The result is an exciting, fruity liqueur. There is a slow cultural shift in Kampala's social pulse towards vibrant and expressive experiences and this drink is a result of this trend. Ugandan party hunters have become flavour seekers, and the Muck Pit is explosive when it comes to flavour.

"Today's consumer is curious, expressive, and drawn to drinks that match their personality, flavour and moments of discovery. With this splash, we are offering consumers a new rum variant that is vibrant and easy to enjoy, designed for the cool consumers whose choice of drink must reflect their personality," said Wycliff Tulinawe, the UBL innovations project manager at the product launch recently.

**Caribbean inspiration**

The rum was created with inspiration from the legendary muck pits of the Caribbean rum-making process, where overripe fruit of different types is tossed into a 'muck pit' and fermented in sugarcane juice to create a rum with an intensely fruity flavour. The fruitiness of the Muck Pit cannot be ignored. One sip and you know it fits in a fruit punch like a glove. The vibrant colour on the inside (pink) and the playful and popping artwork on the outside say it all. The target market, people in their 20s, and the low retail price of 36k fits that group.

During the launch that doubled as the first tasting experience at the Uganda Breweries in Luzira, key stakeholders and guests experienced a multi-sensory journey through the flavors of the new rum. Famous social media personalities such as Linus Tats, Jean Coprise and DJ Hardy enjoyed Muck Pit cocktails.

Ugandan party hunters have become flavour seekers. PHOTO/TONY MUSHOBOROZI

**Quick notes**

> **Vogue.** There is a slow cultural shift in Kampala's social pulse towards vibrant and expressive experiences and this drink is a result of this trend.

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