



PRESS INFORMATION

Villains Rum of York: A Family Business with a Villainous Twist

Villains Rum of York is a proudly family-owned business that has been a staple of York's Shambles Market for the past six years. Here, in the historic alleys, our family has been crafting bold, character-driven rums & gins that capture the spirit of villainy and adventure, drawing inspiration from the legendary characters and folklore that make York unique. Our Shambles Market stall quickly became a favourite among locals and visitors alike, known for our bold flavours and storytelling spirit that brings the world of villains and anti-heroes to life.

A New Chapter: Opening on Little Stonegate

This October, we celebrated an exciting new milestone by opening our first permanent shop on Little Stonegate. The new shop brings an expanded offering, including exclusive access to our latest creations and a carefully curated line of villain-inspired products. In addition, we are now launching Villainous History Tours – guided, immersive experiences that introduce participants to the rich, darker history of York, paired with tastings of our signature rums. These tours offer a unique way to experience the city, combining history, legend, and flavour into a one-of-a-kind outing for visitors and locals.

Special Collaborations: The Villains Coffee Rum with Deathly Dark Tours

As part of our commitment to capturing York's mysterious ambiance, we collaborated with Deathly Dark Tours to create the Villains Coffee Rum. Infused with bold, dark coffee tones, this rum is inspired by Deathly Dark Tours' atmospheric, evening explorations of York's ghostly side. The result is a rich, intriguing rum that complements the storytelling essence of both brands. This unique offering has already become a favourite among those who crave a deeper, darker taste – perfect for pick me up after an eerie tour through York's haunted lanes.

The Launch of Krampus Rum – Spiced Caramel Biscuit Golden Rum

Our latest seasonal release, Krampus Rum, is set to make its devilish debut on Saturday, November 9th at 10 a.m. This spiced caramel biscuit golden rum pays homage to the legendary Krampus, the creature known for punishing the naughty during the holiday season. With warm caramel undertones, a hint of biscuit, and seasonal spices, Krampus Rum brings the holiday spirit with a mischievous twist. This rum is crafted for those who enjoy a rich, layered flavour profile and a story with a bit of edge.

Meet Krampus in York – A First-of-Its-Kind Event

To celebrate the launch, Villains Rum of York is hosting York's first-ever Krampus event. On Saturday morning, Krampus from the famed Whitby Krampus Run will descend upon Little Stonegate, where they will "run amok" in true festive fashion. This event brings a new kind of holiday celebration to York, merging traditional Christmas cheer with the dark allure of Krampus. Visitors can enjoy a taste of Krampus Rum and witness the spectacle as multiple Krampuses roam the area, creating an immersive experience for those daring enough to join.

Exclusive Offer: 50ml Mini Krampus Bottles

As an added bonus, the first 100 guests who make a purchase at Villains Rum on November 9th will receive a free, exclusive 50ml mini bottle of Krampus Rum.

These special mini bottles are not available for sale, making them a limited collector's item that captures the spirit of our new release. This offer is our way of thanking our supporters and inviting the curious to experience the new Krampus Rum first-hand.

Villains Rum – A Celebration of Bold Spirits and Legendary Tales
At Villains Rum of York, our mission is to bring York's darker tales to life through bold, unique flavors that capture the city's character.

Every bottle tells a story, from our Shambles Market beginnings to our latest ventures in Little Stonegate. Our family-run business is proud to offer both locals and visitors a taste of York that celebrates the city's villains, legends, and holiday mischief.

For additional information, interviews, or event details, please contact:

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STAY VILLAINOUS.