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NO MORE STEREOTYPES

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Female-founded premium Colombian rum brand Esther has a new story to tell



“WE’VE HEARD ALL THE SAME OLD STORIES ABOUT RUM ALREADY. ESTHER IS THE NEW NARRATIVE.”

Created by founders Margaret Kerr-Jarrett and Emunah Winer, Esther is a new, single origin premium Colombian rum brand that rejects the clichés that have plagued rum for years.

No pirates, no palm trees, no vintage memorabilia. Their ambition is to lend a new sophistication to a drink that has been dominated by lazy storytelling and overly sweetened liquid.

With an emphasis on high quality ingredients and branding that brings modern cultural relevance, Esther updates rum for a contemporary audience – as well as a new wave of soon-to-be-converted rum fans.

“We see rum as a wide open space,” says co-founder Margaret Kerr-Jarrett. “We’ve heard all the same old stories about it already, and people are ready for a completely new narrative. Esther is that new narrative.”

ESTHER

THE STORY

Kerr-Jarrett and Winer are experienced founders and creative operators, having branded and co-founded breakout tequila brand Casa Malka in 2023. They continue to advise other bev/alc brands through their consultancy Nihilo and run one of the leading industry newsletters, The New Rules.

They describe rum as a “white space” – a staple ingredient that’s on every cocktail menu and in every drinks cabinet, but lacking cultural relevance to the way people choose and enjoy bev/alc brands today.

“Many people don’t think they like rum; rum doesn’t hold cultural relevance yet in the way tequila or gin does,” says co-founder Emunah Winer. “Esther is the brand that will change that. Esther is the rum that will rebrand rum.”

For a long time, the rum market was defined by sugary mixers and cliché branding. At the other extreme, high-end sipping rums are gaining ground, though their intense flavor profiles often feel unapproachable to the casual drinker.

However, the tide is turning: premium rum is currently outperforming the broader spirits market, signaling a massive opportunity as consumers trade up for more refined, sophisticated pours.



Esther was created to own this opportunity. It’s a bridge for bartenders that lack a premium, approachable brand, and it’s a new route for drinkers that don’t (yet) know they like rum.

This is reflected in Esther’s visual identity, created by Nihilo and featuring the emblematic roaring Esther lion and bright green bespoke bottle cap.

“We knew we would have to be remembered by something easily,” says Winer. “Ultimately we chose to be remembered as ‘that bottle with the big green cap’.”

ESTHER

THE LIQUID

Esther is single origin, unaged Colombian rum that's a unique grass-to-glass blend of pot and column still rums. The liquid is made at the Picotto Family Distillery in Cali, which has been distilling since the 1950s, and it's bottled in Columbus, Ohio. Esther is 100% additive-free.

The tasting profile is soft and approachable – inspired by the palate of a reposado tequila. It features notes of ripe stone fruit and mild, grassy agricole notes, layered with light caramel, toasted oak and a hint of warm, delicate spice.

AVAILABILITY

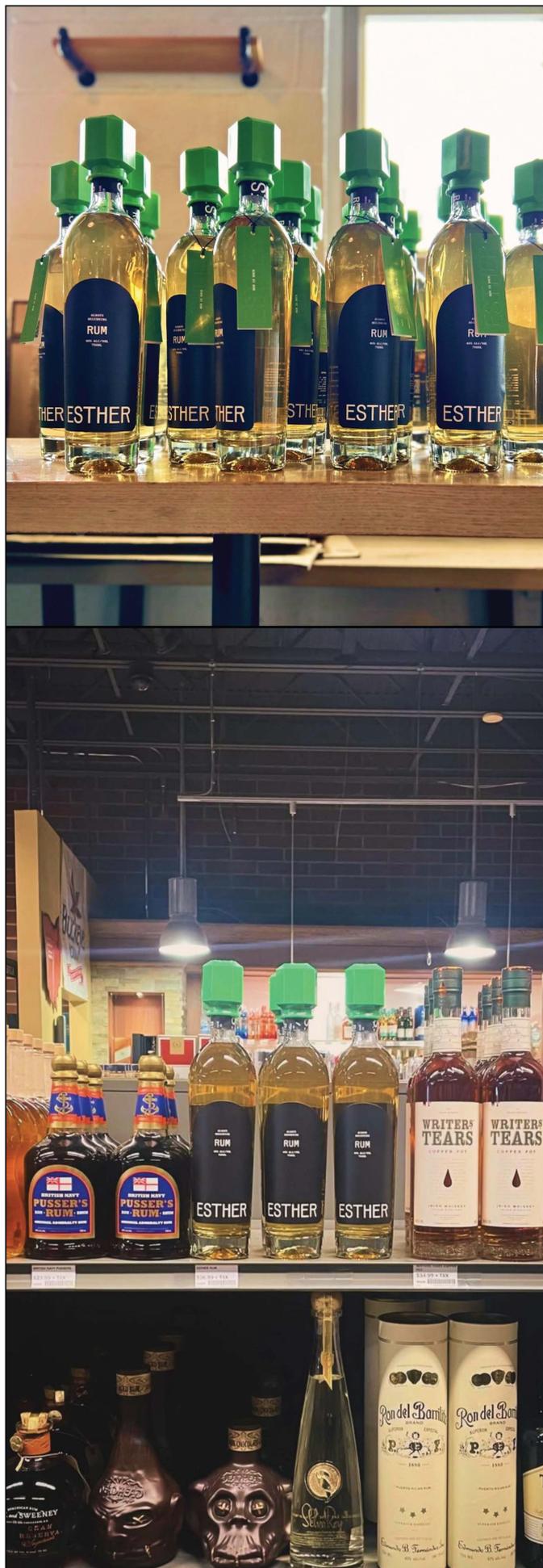
Esther launched in early 2026 and is currently available exclusively at select Ohio retailers and online.

Website: www.drinkesther.com

Instagram: [@drinkesther](https://www.instagram.com/drinkesther)

Press opportunities, please email: operations@drinkesther.com

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