# Salford Rum Company exceeds crowdfunding target and plans expansion



The Salford Rum Company, a burgeoning name in the spirits industry, has successfully surpassed its crowdfunding target, raising nearly £300,000 (US$378,577) through Republic Europe. The campaign, which launched recently, achieved its initial goal of £250,000 (US$315,481) within just one hour, underscoring the brand’s robust market appeal and a dedicated customer base.

Expansion and Production Enhancement

With this recent influx of investment, Salford Rum is set to scale its distillery operations and significantly enhance its national presence, aiming to establish itself as a leader in the premium spirits market. Based in Salford, Greater Manchester, the company offers a diverse range of high-quality rums, including a spiced variant inspired by Caribbean flavours, alongside honey and coffee-infused rums, and a cream liqueur.

Founded in 2018 by childhood friends Tommy Gaughan and James Harrison, Salford Rum’s goal was to create a local premium rum that could rival luxury gin brands. Expanding rapidly, the company has opened its own distillery and brand home at Arch 22 on Viaduct Street, Salford. As of now, Salford Rum enjoys a valuation of £2.7 million (US$3.4 million) and has demonstrated remarkable growth trajectory.

Sales Performance

Remarkably, Salford Rum has achieved 100% year-on-year sales growth, reporting a net revenue of £1.25 million (US$1.5 million) for 2024. Reflecting on the success of the crowdfunding effort, co-founder Tommy Gaughan stated, “We started Salford Rum with just £5,000 to produce our first 100 bottles while managing full-time jobs. We’ve built this brand without major investment, and reaching this level is an incredible milestone.”

A New Era of Investment

This recent crowdfunding initiative marks the first time Salford Rum has sought investment to accelerate growth and allow supporters to become equity partners in the brand. Gaughan highlighted that the response was overwhelmingly positive, exceeding initial projections which anticipated raising £200,000 (US$252,392) within the first day. By February 25, the campaign had garnered £294,292 (US$371,384) from 149 investors, and it remains open until March 26, 2025.

Strategic Retail and International Positioning

Salford Rum products are currently stocked in major UK retailers, such as Selfridges, Waitrose, Co-op, and Morrisons, indicating a solid domestic market presence. Additionally, the brand's international reach has expanded into markets like Canada and Hong Kong, further solidifying its position as a competitive player in the spirits sector.

The Salford Rum Company's latest achievements signal not only its commitment to crafting premium spirits but also an innovative approach to community investment and brand growth within the competitive alcoholic drinks landscape.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://europe.republic.com/salford-rum> - This URL supports the claim that Salford Rum is a premium craft rum brand with listings in major retailers like Waitrose and Selfridges, and it provides details about the company's crowdfunding campaign.
* <https://europe.republic.com/salford-rum/coming-soon> - This URL further corroborates Salford Rum's success in crowdfunding and its presence in major UK retailers, highlighting its D2C success and strategic retail positioning.
* <https://www.thespiritsbusiness.com/2025/02/salford-rum-smashes-250k-crowdfunding-target/> - This article confirms that Salford Rum surpassed its crowdfunding target, raising nearly £300,000, and provides insights into the brand's market appeal and growth plans.
* <https://www.noahwire.com> - Although specific content is not available, this source is mentioned as the original provider of the information about Salford Rum's achievements and crowdfunding success.
* <https://salfordrum.com> - This is the official website of Salford Rum, which would provide detailed information about the company's products, history, and mission, supporting claims about its brand identity and offerings.