

Nolan Carroll & Yolo Rum

By Terry Lancaster

Professional athletes often struggle to find their place in the world when the crowds, the cheers, and the chants come to an end, but 8 year NFL veteran Nolan Carroll has thrived in the business world by applying the same mentality that led to his success on the field.

It's easy to look at naturally gifted athletes like Carroll and think that they just hit the genetic lottery. That it was simply their God-given talent that propelled them to great heights. But making it to the show takes a lot of hard work.

And a lot of teamwork. Behind every successful athlete is an army of support personal - coaches and trainers and nutritionists and hundreds of others - all teamed up to make great things happen.

That's the part that many athletes forget when it's time to suit up for their second career.

"As athletes, we want to do everything by ourselves," said Carroll. "We're such A-type personalities, we want to be in control of everything, and that's when we really need help. We need to go back to our morals as far as working as a team, communicating, building a team, building relationships. It's the same as an NFL team."

While researching business and investment opportunities after leaving football, Carroll discovered Yolo Rum which naturally aligned with his Caribbean heritage. His father is Bahamian. His mother from Trinidad.

"I love rum. It's a part of my culture," says Carroll. "I grew up with it. I know the smell of it. We had rum cakes. My aunts and uncles would douse

our cakes with rum, and my parents would tell me don't eat that. You'll get drunk. Funny stuff."

What jumpstarted his engines, though, was the team he found at Yolo.

"It was one of those things where we felt like we'd known each other for years."

Carroll came aboard as an investor and has recently been named a senior advisor helping lead the brand to a 60% increase in revenue for 2020 so far.

"I'm happy to be on a team that has a common goal in mind: making the Yolo Rum brand a rum that is in a class of its own."

The team includes legendary master distiller Francisco "Don Pancho" Fernandez. Born in Cuba, and known as the "Minister of Rum," Fernandez completely modernized the industry and is the world's foremost rum blender.

Yolo Rums are distilled from rare strains of sugar cane that can only be grown in the volcanic soil found in a small area of Central America and the Caribbean.

That unique cane then goes through a proprietary 5 stage fermentation and distillation process that removes all impurities, leaving the purest of rum that's both gluten-free and, amazingly, sugar-free.

"Being gluten-free and sugar-free are big components of our brand and our health appeal. Not all liquors can do what we have been able to do," says Carroll.

That ultra-pure rum with zero artificial colors, flavors, or preservatives is then aged in charred barrels and blended to perfection under the demanding watchful eye of Fernandez.

The result is sheer perfection. Yolo Rum Gold is aged 10 years giving it a rich caramel color and a smooth buttery taste that scotch and whiskey drinkers are willing to convert for.

Vodka drinkers have discovered Yolo Rum Silver, aged 2 years, making it the world's finest mixing rum.

"We love for our customers to enjoy the moments that will create memories for a lifetime. You Only Live Once. So enjoy it," says Carroll.

He's equally as proud of the Yolo team's commitment to community and sustainability as part of its core values. Yolo supports local communities across the 37 states in which it is distributed, and has initiated a revolutionary recycling process that uses depleted sugar cane fibers to fuel the distillation process and send surplus energy back into Panama's electrical grid for community use.