

This study investigates the pricing determinants of rum and explores its viability as an alternative investment asset. Utilizing a diverse methodological approach, the first inquiry employs Hedonic analysis through Weighted Least Squares, Stepwise regression, Lasso regression, and Bayesian Model Averaging. The second analysis adopts Repeat-sales regression to probe rum's potential as an investment asset.

Key findings reveal that aging and reputation emerge as pivotal variables influencing rum pricing dynamics. Further, the study suggests that rum does not align with traditional collectible assets, as its price fails to exhibit consistent appreciation over time.

In conclusion, this research contributes to a deeper understanding of the factors shaping rum pricing and offers insights into its suitability as an investment asset.