



AUTHENTIC CARIBBEAN RUM (ACR) SHOWCASE IN GRANTLEY ADAMS INTERNATIONAL AIRPORT

- *The leading Travel Retail outlet at Barbados's international airport will feature a wide selection of Authentic Caribbean Rums from across the region.*
- *Over 80 rums from producers throughout Caricom (including Haiti and Suriname) as well as the Dominican Republic will now be featured under the banner of The Caribbean Rum Collection.*
- *The initiative is part of an international campaign to promote the quality, versatility and quality of Authentic Caribbean Rums and features the ACR marque within the display*

July 2015– The Authentic Caribbean Rum (ACR) Marque is a visual symbol of provenance and quality designed to help trade customers and consumers identify ACR brands. The Marque, developed by the West Indies Rum and Spirits Producers' Association (WIRSPA), is used to promote the development of Authentic Caribbean Rum as a distinct sector within the rum category.

Caribbean ARI, a Barbadian joint venture with Aer Rianta International, one of the world's longest-established and most successful travel retail companies, has joined forces with regional rum association WIRSPA to offer a showcase of Authentic Caribbean Rums at The Runway Store in Barbados' Grantley Adams International Airport. Tourists and business travellers will now be able to choose from an exclusive selection of the finest Caribbean rums from across the region.

The space dedicated to Authentic Caribbean Rums will include information on the brands, on the different rum production methods and the diverse countries and cultures that shape the incredible range available. The initiative is part of a broader educational programme being implemented by WIRSPA on behalf of CARIFORUM governments, and funded by the European Union.

Barbados Minister for International Business, Donville Inniss said "our Authentic Caribbean Rums are the epitome of quality for regional products, equal to the highest quality spirits." He urged producers to continue their brand-building efforts, even while recognising the challenges posed by subsidies provided to producers in US territories which were negatively impacting on the industry.

Dr. Frank Ward, Chairman of WIRSPA said "We are truly proud to see this fine collection come together in one place. We believe that this is the largest selection of Authentic



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Caribbean Rums available anywhere in the world for Travel Retail customers and are grateful to the Runway for giving our rum this opportunity. As a gateway within the region to both North America and Europe we are delighted that travellers will be able to take a taste of the Caribbean to their final destination.” He added “we hope that this collaboration will open the door to other similar initiatives which would see our brands get into this very competitive market internationally.”

Silvia Kofler, Charge d'Affaires, Delegation of the European Union to Barbados and the Eastern Caribbean said “the EU has provided support for this highly export oriented industry which is so important to regional economies and is a great example for our Economic Partnership. We think the Authentic Caribbean Rum Marque is a unique pan-regional initiative which gives small brands a chance in the market and promotes quality.”

End

About the ACR Marque

The Authentic Caribbean Rum (ACR) Marque was developed as a symbol of authenticity, provenance and quality for rums within the WIRSPA family. As usage of the Marque grows it will act as a visual symbol to help trade customers and consumers identify ACR brands, but in the short-term it will be used to promote the development of Authentic Caribbean Rum as a distinct sector within the drinks industry.

For more information visit www.wirspa.com; www.acr-rum.com

About WIRSPA

The West Indies Rum and Spirits Producers' Association (WIRSPA) is an 'association of associations' in that it represents distillers associations from across the Caribbean Forum (CARIFORUM)*. The current Chairman is Dr. Frank Ward from Barbados.

WIRSPA implements, on behalf of the CARIFORUM group of countries, projects co-funded by the EU¹ to improve the international competitiveness of the rum industry in the region. One of the outcomes of these initiatives was the creation of the Authentic Caribbean Rum Marque.

¹ European Commission is the EU's executive body.

“The European Union is made up of 28 Member States who have decided to gradually link together their know-how, resources and destinies. Together, during a period of enlargement of 50 years, they have built a zone of stability, democracy and sustainable development whilst maintaining cultural diversity, tolerance and individual freedoms. The European Union is committed to sharing its achievements and its values with countries and peoples beyond its borders”.



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