



*True Rum*

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*True Rum*

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Equity Building, Lower Collymore Rock, St. Michael, BB 11115, Barbados, W.I.  
Telephone 1-246-228-8033 Fax 1-246-228-9003  
[www.truerum.com](http://www.truerum.com)

*The book of discovery*

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## Introducing Authentic Caribbean Rum

*Authentic Caribbean Rum is unique. No other spirit can boast such a rich and diverse heritage. Authentic Caribbean Rums are the product of a craft developed and refined over centuries and of a history entwined with trade and steeped with the spirit of discovery. The unrivalled range of Authentic Caribbean Rums available today, each with a distinct character of its own, reflects the diversity of the islands and people who produce them - a distillation of climate, geography, personality and passion.*

*You're reading your very own passport to discovery. Within these pages you'll uncover just what makes rums from this part of the world so special. Whether you feel like a cocktail with friends, a long slow drink in the sunshine or a relaxed measure straight up, True Rum is your visa in a glass. Read on for an introduction to the distilleries and the countries they call home, the rums they carefully craft and tips on how to enjoy them.*

***Enjoy yourself***

## The Marque of quality

*The Authentic Caribbean Rum (ACR) Marque has been developed to serve as a visual symbol of provenance and quality, designed to help trade and consumers identify ACR brands and to be used to promote the development of Authentic Caribbean Rum.*

Geography, tradition, heritage, distillation, ageing and blending may vary across Caribbean rums. However, distilleries bearing the Authentic Caribbean Rum Marque are united in their passion to create rums of exceptional quality.

In order to qualify for the marque, products must be produced from sugar cane juice or molasses within the ACP\* Caribbean region. Products must achieve accepted industry standards of product quality and may be a blend of different rums to produce the desired characteristics.



Our producers have spent centuries perfecting the arts of distillation, ageing and blending to create rum worthy of the title Authentic Caribbean Rum (ACR). Our rums are distilled solely from the fermented sugars derived from the sugar cane plant and are distilled below 96% alcohol by volume. From distillation to blending, we don't need additives to create the truly unique flavours within our rums. For balance of colour only, we may use a small amount of caramel. The passion and skill that goes into the making of our rum is truly rewarded by the remarkable array of rums created, each with a distinct character, reflecting the diversity of the countries and the people who produce them.

All Authentic Caribbean Rums are produced to the highest standards and thus conform to EU regulations concerning statements of age. Any statement regarding the age of an Authentic Caribbean Rum will therefore refer solely to the age of the youngest rum in the blend. For example, a bottle of Authentic Caribbean Rum with '8 years old' written on the label may well contain a proportion of rum which is much older, but none will have been matured for a moment less than eight years.

\* The ACP (African Caribbean Pacific) states are the countries that are signatories of the Lomé Convention signed in 1975. This was superseded by the Cotonou Agreement in June 2000.



## Worth the wait

*Rum can confidently lay claim to being the most prolific and most variable of all of the world's spirits. Rum defies all attempts at generalisation and can be seen as a drink for everyone, everywhere. Nevertheless, the Caribbean is still celebrated as the spiritual centre of the rum world, the noble spirit intertwined with its culture and heritage for nearly 400 years.*

The spirit we know as rum today evolved with the sugar industry of the colonial Caribbean world. Although cane spirits were being made wherever sugar was being grown (the plant itself originates in Papua New Guinea), the rums of the Caribbean soon rose to the top of the pile.

In the seventeenth century, Robert Lignon described the clear spirit he found in Barbados as “hot, hellish and terrible”. A few years later a Dutch sea captain returned from the West Indies and wrote “the spirits are now smoother to the tongue and have acquired a golden colour during the voyage.”

By the eighteenth century a hogshead of the finest aged Barbados rum was judged fit for George Washington's inauguration party.

No doubt spurred on by this vote of confidence, Caribbean rum producers have spent the ensuing centuries perfecting the art of making rum.

Today, almost all rum is aged in oak barrels, the magical process allowing the rum to acquire a golden to dark brown hue. As important as ageing, the final stage of production is blending – truly an art form when it comes to creating the finest rums and the point at which a number of different incarnations of rum are skillfully combined with the personality of the region and a shot of heritage to produce something distinctively Caribbean – **True Rum.**

## Creating True Rum

**From field to mill** – As the spring sunshine pours over the countries of the Caribbean, sugarcane is harvested and the story of true rum begins.

**Releasing the nectar** – The harvested canes are chopped, crushed and milled until a sweet river of juice flows from them. This juice can then be used as it is to make rum.

**A sweet kind of sorcery** – After removal of sugar crystals, a treacle like liquid known as molasses remains. It is either this or the pure cane juice which goes on to become our glorious spirit. Then the rum begins fermentation, a magical process that takes hold when water, yeast, passion and devotion are all added to the mixture. As sugars turn to alcohol, a rum is born.

**Capturing a spirit** – During distillation, the precious liquid is sealed inside a hot dark cocoon, where the alcohol evaporates – only to be recaptured to create the ‘heart’ of the spirit.

**Growing old gracefully** – The rum is ready to be poured into the bulging oak barrels where it will mature for many years, growing richer, deeper and truer, with every wave that crashes against the shore.

**Enter the master blender** – Finally, the aged rums may be blended, combining a number of different aged rums to achieve a perfect palette of flavours and aromas.





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***Long live the limeys!***

*Following Britain's conquest of Jamaica, rum found a home in the ships of The Royal Navy. However in order to keep sailors ship-shape, rum rations were diluted with water and lime juice.*

*The vitamin C in the juice helped prevent scurvy making the British fleet the healthiest on the water and earning them the name 'limeys'.*

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## Welcome to The Caribbean

*The Caribbean is home to many distilleries producing a diverse range of rums in Antigua and Barbuda, the Bahamas, Barbados, Belize, Dominica, the Dominican Republic, Grenada, Guyana, Haiti, Jamaica, St. Kitts & Nevis, St. Lucia, St. Vincent & the Grenadines, Suriname and Trinidad & Tobago.*

*Every shore offers a different taste experience and an unrivalled welcome for discerning drinkers keen to discover 'True Rum' for themselves...*



# Antigua & Barbuda

*This beautiful island is formed from 108 sq miles of low-lying volcanic rock, coral and limestone, with no less than 365 palm fringed beaches.*

The first settlements, dating from about 2,400 BC, were those of the Siboney, an ancient people whose beautifully crafted shell and stone tools have been found at dozens of sites around the island.

The temperature remains fairly constant all year round. During the winter temperatures on Antigua hover between 23 and 26°C, and during summertime temperatures stay in the low-mid thirties.

## Antigua is home to...

Antigua Distillery Ltd, St. John's, makers of English Harbour 5 Year Old.

Antigua & Barbuda



## English Harbour 5 Year Old, Antigua Distillery Ltd, Antigua.

*In the early 20th century a number of the individual Antiguan rum shops joined together to form the Antigua Distillery Ltd. The distillery shifted from production of full bodied aged rums to much lighter bodied varieties in the 1960s and production carries on to this day. Their distillation processes involve using copper stills and bakers yeast to produce their unique rums.*

*English Harbour Five Year Old Rum is one of a range of premium aged rums bearing the English Harbour name. It is fermented with bakers' yeast, distilled in copper stills and matured in oak barrels for exceptional smoothness. It can be consumed straight, on the rocks, with water, in cocktails or with any of the world's popular mixers*

**Appearance:** Polished copper.

**Aroma:** Cherry oak and a wisp of smoke.

**Palate:** Ripe apple, coconut and hints of cinnamon.

**Awards:** **2005, 2004** - Double Gold, San Francisco World Spirits Competition. **2006, 2005** - Gold Medal, Beverage Testing Institute. **2006** - Forbes Magazine, World's 10 Most Remarkable Rums.

**ABV:** 40%.

*Other rums produced by Antigua Distillery include English Harbour 3 Year Old, Extra Old, 15 Year Old, 20 Year Old and White Rum varieties plus Cavalier Antigua Rum.*

# Barbados

*With sandy beaches and turquoise seas to the west, a rugged coastline to the north and rolling Atlantic surf to the east, Barbados is an island that has it all.*

Evidence of Arawak settlers on Barbados dates back as far as 1600 B.C. Centuries later the Spanish and Portuguese landed on the island, but it was ultimately the British who claimed it in 1625 and their colonial influence can be found in many things. In the past, the island's fortunes rested largely on the ubiquitous sugarcane crop, introduced by the Dutch in the first half of the 17th century, which is why Barbados is lucky enough to still have several distilleries of its own. Barbados is relaxed, warm and sunny all year round with an average daytime high of 25-30°C and slightly cooler nights that are perfect for enjoying your favourite rum drink.

## Barbados is home to...

Hanschell Inniss, St. Michael,  
makers of Cockspur Fine Rum.

Mount Gay Distillers Ltd, Bridgetown,  
makers of Mount Gay Extra Old.

Rum Refinery of Mount Gay, St. Lucy,  
makers of Mount Gilboa.

R.L. Seale & Co Ltd, Christ Church,  
makers of Doorly's XO.

St. Nicholas Abbey, St. Peter,  
makers of St. Nicholas Abbey.

Barbados



## Cockspur Fine Rum, Hanschell Inniss, Barbados.

*Cockspur Rum has been produced in Barbados at the West Indies Rum Distillery since 1884 when it was founded by Danish immigrant Valdemar Hanschell who ran a ships chandlery out of Bridgetown. Today, the Hanschell Inniss trading company exports the brand that carries the strutting rooster on the label, a symbol of the proud Barbados nation. Cockspur Fine Rum is a versatile spirit which can be drunk neat, over ice or with your favourite mixer – there are no rules!*

**Appearance:** Very light star fruit yellow.

**Aroma:** Sherried alcohol with a warm sensation. First trip to the nose implies a mellow sweet and honey waft until just after halfway into the experience and then the Demerara sugar kicks in to complete the second leg. Not complex but very pleasant.

**Palate:** Starts extremely smooth, becoming spicy on the palate. Light bite on the back of the throat and upper front gums. Peppery crescendo although very round and warm, giving way to Caribbean cinnamon spice. Great mouth feel getting slightly buttery towards the end. An extremely pleasant experience for what could be considered a standard rum. Dark sugar and alcohol overtones are very predominant, very slight lemon undertones.

**Awards:** 2007 - Gold San Francisco ISA for packaging.  
2006 - Cockspur 12 Rated "93 - exceptional." Beverage Tasting Inst @ Gold Cane Spirits. 2006 - Gold Cane Spirits.

**ABV:** 37.5%.

*Other Cockspur rums include Cockspur 12.*





### **Doorly's XO, R.L. Seale, Barbados.**

*R.L. Seale is a fourth generation family owned business. The company is one of the few remaining independent distillers in the Caribbean and their home is the Foursquare Rum Distillery in Barbados. They possess an impressive cellar of aged rums.*

*Doorly's XO from the House of Martin Doorly is one of the oldest brands produced in Barbados. XO is the premium offering from Doorly's and the rum is distinguished by a second maturation in Spanish Oloroso Sherry casks giving a complex character and unique profile.*

**Appearance:** Deep amber.

**Aroma:** Medium-weight and elegant. Some nuttiness, then rich, perfumed sweetness: acacia honey, mango. Full, complex and sweet.

**Palate:** A subtle, vanilla-laden complexity. Baked banana, sweet raisin, sultana, hint of walnut.

**Awards:** Multiple medal winner including Gold from the IWSC, ISC, Monde Selection, San Francisco Wine & Spirits and the BTI.

**ABV:** 40%.

*Other rums produced by R.L. Seale include Doorly's 5 Year Old, Doorly's White, R.L. Seale's 10 Year Old and ESA Field White.*



### **Mount Gay Extra Old, Mount Gay Distillers, Barbados.**

*Mount Gay Rum has been produced on Barbados with passion and unparalleled excellence since 1703. Expertly fashioned from rich sugar cane and with the pristine, coral-filtered water native to the island, Mount Gay Rum is a sumptuous, inimitable expression of the Barbadian art of living. Mount Gay Distilleries Ltd speak in terms of maturity rather than age.*

*The tropical temperatures in Barbados (an average of 25°-30°C) accelerate maturation, as does the type of barrel used. Only the finest 200-litre charred oak barrels are used, thus enhancing the maturity of the product.*

**Appearance:** Amber-brown.

**Aroma:** Rich, mellow, oak character with sweet, fruity notes and light banana-type aroma.

**Palate:** Light-bodied, excellent level of well-digested wood character which harmonises well with the aroma, exceedingly smooth.

**Awards:** **2009** - Grand Gold Medal, Monde Selection. **2008** - Gold Medal (best in category), Los Angeles Spirits Competition. **2008** - Gold Medal, Beverage Tasting Institute. **2007** - 'Superb, highly recommended' 90-95 Wine Enthusiast.

**ABV:** 43%.

*Other Mount Gay rums include Mount Gay Eclipse, Mount Gay Eclipse Silver and Mount Gay 1703.*





### **Mount Gilboa, Barbados.**

*Mount Gilboa rum is triple distilled using traditional pot-stills, produced in the oldest Barbados family owned distillery, with Frank Ward, the Managing Director, overseeing production.*

*For over 300 years there has been a history of rum-making at Mount Gilboa. Aubrey Ward was a passionate pioneer in the production of fine rums and the distillation of rum by pot still remains a cherished family tradition. This passion continued into his 4th generation descendant, Frank Ward Jr., who created this unique rum encapsulating the rich history.*

*Mount Gilboa is currently the only blend sold by this company but the long traditions of making rum provides a marvellous base for the development of other blends.*

**Appearance:** Rich amber.

**Aroma:** Rich aromas of summer citrus and tropical fruits, with a hint of toffee and caramel.

**Palate:** A robust entry, due to ageing in American oak barrels and triple pot still, this leads to a vibrant, off-dry and full-bodied palate with nut toffee and brown spice flavours. Finishing with a lingering fade of coffee, cocoa, cigar box, pepper and a copper tang. A dash of water opens up further intriguing complexities.

**ABV:** 40%.



### **St. Nicholas Abbey, Barbados.**

*Built in 1658, St. Nicholas Abbey is an imposing Jacobean plantation house located in the unspoilt district of St. Peter. During its 350 year history, St. Nicholas Abbey's primary source of income was sugar, finally closing its doors on sugar syrup production in 1947. In 2006 the fortunes of St. Nicholas Abbey turned around when it was purchased and since restored, by the Warren family. A steam press, syrup evaporator and still are now operational and once again, producing fine rum at St. Nicholas Abbey.*

*The current 10 year old single cask rum is aged at St. Nicholas Abbey and hand selected by Larry Warren from the cellars of Richard Seale. With very limited availability the rum is bottled by hand into decanters which are then engraved with a number and dated. This artisanal rum is truly reflective of St. Nicholas Abbey's provenance, heritage and authenticity.*

**Appearance:** Deep amber.

**Aroma:** A sweet nose reminiscent of fudge, chocolate and cinnamon with a hint of tobacco.

**Palate:** Incredibly smooth with notes of dried fruit, oranges and sweet spice. The finish is silky smooth and very long.

**Awards:** 2009 - Gold Medal, Ministry of Rum.

**ABV:** 40%

*Other rums in development are a 12 year old and a 15 year old.*

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### ***The roots of 'rum'***

*There are many tales about the origins of the word 'rum', but the most probable origin comes from 'rumbullion' or 'rumbustion'.*

*The evidence? Both words surfaced in British English about the same time as rum did, and are slang for "tumult" or "uproar", bringing to mind images of fractious sailors fighting in bars!*

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# Belize

*Although located on the mainland of the Americas, Belize more closely resembles the English-speaking islands of the Caribbean than its Latin American neighbours.*

The landscape of Belize is diverse to say the least. The Maya Mountains, basins and plateaus dominate the southern half of Belize whilst numerous rivers and streams drain the northern lowlands and the flat coastline is peppered with lagoons. Ignored by Spanish adventurers in search of treasure in South America, Belize's wealth would prove not to be gold but agriculture. By the end of the eighteenth century the coastal lands held growing populations of British and Dutch plantation owners. Belize has a subtropical climate with pronounced wet and dry seasons.

## Belize is home to...

Travellers Liquors Ltd, Belize City.

Belize



## One Barrel, Travellers Liquors Ltd, Belize.

*Travellers Liquors Ltd are the producers of Belize's only aged rums and have received a gold medal at the International Rum Festival for 3 years in a row.*

**Appearance:** Pale gold.

**Aroma:** Sweet initial aroma of caramel, butterscotch, toffee, bananas and cocoa.

**Palate:** A light entry of warm toffee with bananas. While on the palate the rum opens with sweet caramel, cocoa and raisins. The finish is a long one with a hint of peppers and spice that tingle on the tongue.

**ABV:** 40%.

*Other rums produced by Travellers Liquors Ltd include 5 Barrel Rum and Cristal Parrot White Rum.*





### ***Drinking ole Nelson's blood!***

*When Horatio Nelson died winning the Battle of Trafalgar, it is thought his body crossed the ocean back to England preserved in a barrel of rich rum.*

*However, they say that upon return the barrel was found to be drained. Had thirsty sailors drilled holes in the barrel and consumed the dark rum along with Nelson's blood?*

## *Dominican Republic*

*The Dominican Republic is a tropical nation with a wet season from May to November, plenty of sunshine by day and warm breezes by night – the ideal atmosphere for dancing and enjoying rum and cola!*

The Dominican Republic is located in the Greater Antilles archipelago on the Caribbean island of Hispaniola, which it shares with the Republic of Haiti. In 1492 Christopher Columbus and his crew found the island inhabited by a large population of friendly Taino Indians who made the explorers welcome. The land was fertile, but of greater importance to the Spaniards was the discovery of gold.

In the centre of the country, three mountain ranges run east to west and include Pico Duarte, the highest mountain in the Caribbean. The old colonial streets in the capital of Santo Domingo buzz with the sound of merengue and feature the very first monuments of the American continent – the first cathedral, the first hospital, the first chapel and the first university.

### **The Dominican Republic is home to...**

Brugal & Cía, Puerto Plata,  
makers of Brugal Extra Viejo.

Ron Barceló, Santo Domingo,  
makers of Barceló Imperial.

Dominican  
Republic



### **Brugal Extra Viejo, Brugal & Cía, Dominican Republic.**

*The Brugal family has been distilling, maturing and bottling rum in the Dominican Republic for 5 generations since 1888 and is one of the world's leading rum producers. All ingredients are sourced from local Dominican farms and like a single malt, they exclusively use their own aged rums in every bottle of Brugal.*

*Their Maestros Roneros are their guardians of rum and they passionately ensure that the high quality of Brugal is maintained.*

*Brugal sells 3.5 million cases in its home land, with Spain a key market also.*

*Brugal Extra Viejo is oak-cask matured and is a blend of rums aged on average for 3 to 8 years which creates this premium golden rum whose subtle complexity is apparent on tasting.*

**Appearance:** Dark Amber.

**Aroma:** A sweet aroma of cocoa, vanilla with a hint of orange peel and caramel. A slight touch of alcohol with a hint of molasses.

**Palate:** A light entry of vanilla and caramel with touches of honey, followed by an opening of sweet spices and cocoa. Long on the pallet with a peppery finish.

**ABV:** 38%.

*Other rums produced include Brugal Anejo and Siglo De Oro.*



### **Barceló Imperial, Ron Barceló, Dominican Republic.**

*Barceló was founded in 1930. During the 1980s the brand established itself as a leader in the rum market and in 1992 started exporting to 10 countries. In 2001 a state of the art rum factory was built and today Barceló Rum is sold in over 40 countries. Created in 1980 by Miguel Barceló, Barceló Imperial is recognised for its ageing, which guarantees a perfect blend of character and softness. It was awarded 'the best rum in the world', receiving the highest score in the history of the prestigious awards of the Beverage Testing Institute of Chicago (1999).*

**Appearance:** Reddish dark to amber.

**Aroma:** Round aromas, wood, dried fruits.

**Palate:** Finishes with a long, fruity, buttery toffee fade with a touch of tobacco leaf and pepper.

**Awards:** **2008** - BTI International Review of Spirits, Gold Medal (Exceptional) Rated: 94 points. (Third highest review in the Aged Rum category). **2000** - BTI International Review of Spirits, Gold Medal. **1999** - BTI International Review of Spirits, Gold Medal (Exceptional) 97 points, "Highest Scoring Rum".

**ABV:** 38%.

*Other rums produced include Ron Barceló Gran Añejo, Ron Barceló Añejo, Ron Barceló Dorado and Ron Barceló Blanco plus Ron Siboney.*



# Grenada

*A rugged island of mountains, rainforests, waterfalls and secluded beaches, Grenada is known as the 'Spice Island' for its production of cinnamon, mace, ginger, nutmeg and cloves.*

When Columbus first sailed to the island in 1498 he was greeted by the original residents, the Carib Indians. Resisting colonisation, the Caribs fought all attempts of European settlement until an enterprising Frenchman managed to purchase land in return for a few beads and other trinkets.

The British took over in 1783 and despite several battles, the island remained a British colony until independence in 1974. The island retains strong French heritage, reflected in its place names and architecture. Like most of the Caribbean, Grenada basks in year-round sunshine and a warm climate. Daily highs usually climb to 32°C, and low temperatures, which usually only occur at night, stay near 24°C.

## Grenada is home to...

Grenada Distillers, St. George, makers of Clarke's Court Old Grog.

Westerhall Estate, St. David's, makers of Westerhall Plantation Rum.

Grenada



## Clarke's Court Old Grog, Grenada Distillers, Grenada.

*Clarke's Court rum has been in operation since 1937. It is the largest and best known distiller in Grenada. Clarke's Court products are made under the expertise of trained distillers using rich dark molasses, distilled and blended using their own traditional secret methods. Their innovative style has led to a range of fine award winning rums.*

*Clarke's Court Old Grog is a premium sipping rum and dates back from early days when the finest of Grenada's Rum was shipped to His Majesty George III of England. In order to identify the King's Rum, the casks were marked G.R.O.G, which is the abbreviation for Georgius Rex Old Grenada.*

**Appearance:** Copper Gold.

**Aroma:** Hint of smoky oak.

**Palate:** Tropical fruit, spice flavours and oak elements that linger on smoothly.

**Awards:** **2006** - World Spirits Awards and Festival, Gold.  
**2005** - San Francisco World Spirits Competition, Bronze.  
**2003** - Beverage Testing Institute, Gold.

**ABV:** 40%.





### **Westerhall Plantation Rum, Westerhall Estate, Grenada.**

*Westerhall Plantation, aged golden rum with plenty of character. The Westerhall Estate dates from the early 1800s, though the current family ownership is more recent. They produce a range of products for the rural bars and hotels of Grenada and have impressive grounds laid out with artefacts from its heritage as a sugar estate.*

**Appearance:** Mid-golden brown.

**Aroma:** Sweet on the nose, with pineapple and citrus aromas, lemon grass, and the slightest hints of vanilla, nutmeg and cinnamon.

**Palate:** On entry this rum is lightly balanced with nuts, wood, citrus fruit and allspice. The finish is a dry but short one with a slight peppery note with a touch of caramel, wood and cocoa.

**ABV:** 43%.

*Other rums produced by Westerhall Estate include Westerhall Superb Light Rum, Rum Sipper and Jack Iron.*



## Guyana

*Guyana derives its name from an Amerindian word meaning 'Land of many waters'.*

Nestled on the north-eastern shoulder of South America, Guyana was discovered in 1498. Its past is punctuated by battles against the Spanish, French, Dutch and British who wrangled for centuries for ownership. This early history is reflected in Guyana's cultural diversity and rich architectural heritage. Atlantic sea breezes bring relief from the close atmosphere during the day as Guyana's climate hardly budges from 24-30°C. Rains in September and October feed lush rainforests, so a glass of Caribbean rum in the much welcomed shade is a popular Guyanese pastime.

### **Guyana is home to...**

Demerara Distillers Ltd, East Bank Demerara, makers of El Dorado 15 Year Old.

Banks DIH, Georgetown, makers of XM Royal.



### **El Dorado 15 Year Old, Demerara Distillers Ltd, Guyana.**

*Demerara Distillers Ltd (DDL) is a Guyanese company and has its distillery at Plantation Diamond on the East Bank of the Demerara River. Guyana has a 300 year heritage of sugar and rum production and Demerara Distillers still use a wooden Coffey still and wooden pot stills to give distinctive & unique flavour to their rums. El Dorado 15 Year Old is made using the world's only wooden Coffey still and a unique wooden pot still, and is aged for a minimum of 15 years in small oak barrels. El Dorado 15 Year Old is a multi-award winning spirit and is best enjoyed on its own or over ice.*

**Appearance:** Medium depth of Gold.

**Aroma:** Full nose packed with dark coffee, candied orange, almonds, dark chocolate, pepper and rich vanilla.

**Palate:** Beautifully rounded with great spread of flavours across the mouth - lush & chewy mouth feel. Flavours of smoke and oaky spice as well as rich fruit develop slowly over time.

**Awards:** 2007, 2006, 2001, 2000, 1999, 1998

- International Wine & Spirits Competition, El Dorado 15yo wins Gold, Best In Class and IWSC Best Rum in the World Trophy. 2007 - Beverage Tasting Institute of Chicago, El Dorado 21yo awarded 'Best Rum in the World' and achieves the highest score for any rum ever, 98 points.

**ABV:** 43%.

*Other rums in the El Dorado range are the 5, 8, 12, 21 and 25 Year Old golden rums and a 3 Year Old white rum.*



### **XM Royal, Banks DIH, Guyana.**

*This delightful, smooth-as-silk rum won a Gold Medal in the Premium Category at the 2003 International Rum Festival. The d'Aguiar family have been distilling spirits in Guyana for over 150 years and today, the parent company, Banks DIH, is one of the most successful to ever emerge from Guyana.*

*XM Royal Gold 10 Year Old is a premium aged golden rum, one of a range of rums produced by Banks DIH.*

**Aroma:** A very rich aroma of sweet sherry with touches of vanilla, cocoa, caramel, honey and orange peel.

**Palate:** A lively entry of cocoa, banana and honey. The rum then opens into a subtle blend of wood with a hint of sweet sherry that lingers long on the palate, with a peppery finish.

**Awards:** Winner of several Monde Selection awards over the past 3 decades, and Silver Medal 'best in class' winner at the International Wine and Spirits Festival 2007.

**ABV:** 40%.

*Other rums produced include VXO 7 Year Old, XM 5 Year Old, XM Xtra Mature, a range of light, golden and dark mixing rums and puncheon rum.*



# Haiti

*A French and Creole speaking Latin American country set in 'the land of the mountains'. Haiti is situated on the island of Hispaniola, to the west of neighbouring Dominican Republic.*

Haiti's Plaine de l'Artibonite, south of the Montagnes Noires is home to Hispaniola's longest river, the Riviere l'Artibonite which begins in the western region of the Dominican Republic and continues through central Haiti to the Golfe de la Gonâve. The most pleasant time of year is November-March, when day temperatures are around 21-27°F.

## Haiti is home to...

Société du Rhum Barbancourt, Port-au-Prince, makers of Barbancourt Réserve Spéciale Five Star 8 Year Old.

Haiti



## Barbancourt Réserve Spéciale Five Star 8 Year Old Rum, Société du Rhum Barbancourt, Haiti.

*Made by Société du Rhum Barbancourt, Barbancourt is a 'rhum agricole' made from fermented sugarcane juice and uses a double distillation method. The rum is aged for 8 years in French Limousin oak barrels where it develops its unique flavour and bouquet.*

*In 1862 Frenchman Dupré Barbancourt put the finishing touches to a recipe that still bears his name today, but it was 90 years later in 1952 when the Barbancourt plant began producing cane juice from the sugarcane grown on its own plantation that the company propelled from a small cottage industry to a truly international producer.*

**Appearance:** Tones of freshly cut grass and from thereafter a series of aromas are introduced to the nose - progressing from apricot to vanilla and then brown sugar.

**Palate:** Bittersweet introduction leads to strong essence of vanilla touched with a hint of cigar smoke. This is followed by caramel and cocoa. Finish is a light bitter coffee which quickly turns into soft, creamy toffee yet some of the bitterness lingers for a while on the palate.

**ABV:** 43%.

*Other rums produced by Barbancourt include Rhum Barbancourt Three Star 4 Year Old, Rhum Barbancourt Réserve du Domaine 15 Year Old and Rhum Barbancourt 2 Year Old White Rum.*



# Jamaica

*The island's original indigenous Arawakan-speaking Taíno inhabitants named it Xaymaca, meaning the 'Land of Wood and Water'. Claimed for Spain by Christopher Columbus, the island held out against many pirate raids on the city now known as Spanish Town. Eventually England claimed the island in a naval raid and local buccaneers kept other colonial powers from attacking the island in return for sanctuary.*

Average temperatures in Jamaica range between 27 and 32°C, with July and August being the hottest months and February the coolest.

The Jamaican rains fall in May and June and again in October and November. For the most part, when it does rain in Jamaica, showers are short and heavy, and always followed by sunshine... and another glass of rum.

## Jamaica is home to...

J Wray & Nephew Ltd, Kingston,  
makers of Appleton Estate V/X Jamaica Rum.

Worthy Park Estate Ltd, St. Catherine,  
makers of rum for local consumption.

Jamaica



## Appleton Estate V/X Jamaica Rum, J Wray and Nephew, Jamaica.

*Appleton Estate Jamaica Rum is a selection of aged and blended rums from the oldest distillery in Jamaica, where rum has been produced since 1749. Still produced in unique small batch copper pot stills, over 1.1 million cases of Appleton Estate Jamaica Rum are shipped to 60 countries, each year, making Appleton Estate one of the most recognised rum brands in the world. The flagship in the range is Appleton Estate V/X Jamaica Rum, which is an exceptional blend of 15 different aged rums. These rums have been handcrafted on the Estate to produce a medium to full bodied rum with a classically fruity bouquet of apricots and orange peel twisted with vanilla and molasses.*

**Appearance:** Harvest gold, honey colour with remarkable clarity and brilliance.

**Aroma:** Subtle scents of brown sugar, light spice, dried fruits and orange peel.

**Taste:** Medium to full bodied with balanced sweetness and rich flavours of toasted honey and wheat bread. Finishes as serenely as it started.

**Awards:** **2009, 2008, 2006** - Monde Selection, Grand Gold Medal. **2009, 2008** - World Spirits Award, Gold Medal. **2008, 2007** - International Spirit Award, Gold Medal.

**ABV:** 40%

*Other rums produced include Appleton Estate Reserve 8 year old Jamaica Rum, Appleton Estate Extra 12 Year Old Jamaica Rum, Appleton Estate 21 year old Jamaica Rum.*

# St. Lucia

*St. Lucia is located in the north of the windward island chain, northwest of Barbados and south of Martinique. It was first visited by Europeans around 1500 and first colonised successfully by France who signed a treaty with the native Carib peoples in 1660.*

Britain took control of the island from 1663 to 1667 then went to war with France over it fourteen times, finally taking complete control in 1814. St. Lucia doesn't have very well defined seasons. However, there is a rainy season that generally falls between June and November, which ensures that lush rainforests form a backdrop to every verandah.

## St. Lucia is home to...

St. Lucia Distillers, Castries, makers of Chairman's Reserve.

St Lucia



## Chairman's Reserve, St. Lucia Distillers, St. Lucia.

*In the 1930s the Barnard family started rum production at the sugar estate of Dennery on St. Lucia. St. Lucia Distillers is committed to the production of high quality rums and liqueurs for both the domestic and international markets and has won over 100 medals in international competitions for its products. The company is now owned by CLICO (Barbados) Holdings Ltd.*

*Chairman's Reserve is a cask-aged dark rum, a blend of double distilled pot still and continuous still rums. The rum is matured in American oak barrels, blended and then returned to cask for a final polish. Chairman's Reserve is ideal for mixing cocktails, or can be enjoyed with your favourite mixer.*

**Appearance:** Medium dark golden core.

**Aroma:** The pot still richness comes through on the nose along with rich raisin fruit, chocolate, spice and a hint of vanilla.

**Palate:** Silky smooth through the mouth with caramelised fruit flavours, honey, oak and sweet spice. Great balance and excellent length. Enduring finish.

**Awards:** 2008 - IWSC, Gold (Best in Class). 2008 - San Francisco World Spirits Competition, Double Gold Medal.

**ABV:** 40%.

*Other rums produced include Tòz, Admiral Rodney, Bounty Rum and Crystal.*



## St. Vincent & the Grenadines

*St. Vincent is composed of partially submerged volcanic mountains with luxuriant vegetation and black sand beaches watched over by slumbering La Soufrière. The Grenadines are equally lush with secluded coves, spectacular coral reefs and rainforests.*

The island remained a Spanish possession until 1627, when it was granted to the British Lord Carlisle. Ownership of St. Vincent was then disputed between France and Britain in the 18th century, before being ceded to the British in 1783. The average yearly temperature in St. Vincent is a balmy 27°C. However, from May to October rain is frequent in the mountains.

### Home to...

St. Vincent Distillers Ltd, Kingstown,  
makers of Captain Bligh XO Rum.

St Vincent  
& the  
Grenadines



### Captain Bligh XO Rum, St. Vincent Distillers, St. Vincent.

*Named after Vice-Admiral William Bligh this golden rum has a unique, smooth, palatable flavour associated with well-aged rum. The Mt. Bentinck Distillery has a history dating back to the early 1900s and has only recently been brought back into private ownership. They produce rums mainly for consumption in St. Vincent and neighbouring islands.*

**Appearance:** Light brown.

**Aroma:** The nose is sweet with elements of caramel, cocoa, orange and spices.

**Palate:** This rum opens to cinnamon, nutmeg with a touch of caramel. Once left on the palate flavours of charred wood, vanilla and white pepper begin to take over. The finish is warm and smooth.

**ABV:** 40%.

*Other rums produced include Sunset Light Rum, Sunset Premium Rum and Sunset Very Strong Rum.*

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### ***The Rum Rebellion!***

*In 1806 when William Bligh was appointed Governor of New South Wales in Australia, he attempted to clean up the corrupt rum trade. But rum and its drinkers are not easily separated! The New South Wales Corps rebelled and marched with fixed bayonets to Government House to place Bligh under arrest. In a strange twist, Captain Bligh XO Rum, made in St. Vincent, now bears his name.*

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# Suriname

*Once home to agricultural labourers from the Dutch East Indies, India, China and the Middle East, Suriname's relatively small population is probably the most ethnically and culturally diverse in the Caribbean.*

Suriname is situated between French Guiana to the east and Guyana to the west and shares its southern border with Brazil. The indigenous Surinen people who gave the country its name were the area's earliest known inhabitants, but by the 16th century, they had been driven out by the Laka Laka Maloi and Carib tribes. In the 17th century, the Dutch and English established plantation colonies along the many rivers of the fertile Guyana plains. Although it has two wet seasons, Suriname lies on the equator and so has a very hot tropical climate. There's only one thing for it – enjoy a rum in the shade with your neighbours.

## Suriname is home to...

Suriname Alcoholic Beverages N.V., Paramaribo, makers of Borgoe 8 Year Old, Grand Reserve.

Suriname



## Borgoe 8 Year Old Grand Reserve, *Suriname Alcoholic Beverages N.V., Suriname.*

*Suriname Alcoholic Beverages N.V. established their still in the mid-eighties in order to continue to preserve the tradition of rum production in Suriname. They export mainly to Holland due to historic links. The company was founded in 1966.*

*Borgoe 8 year old gains its character from careful filtering following eight years of ageing in oak barrels.*

**Appearance:** Deep amber.

**Aroma:** A sweet Demerara nose with a hint of vanilla and caramel, developing into a rich scent of maple syrup.

**Palate:** A dry and smooth opening reveals woody and nutty flavours and just a hint of tobacco leading into a clean and delicate finish.

**ABV:** 40%.

*Other rums produced include Borgoe 82, Borgoe Extra, Marienburg 90%, Black Cat, Black Cat White, Black Cat Limon, Black Cat Reserve, Red Sun 90° and Jubilee Reserve.*

# Trinidad & Tobago

*Arguably the Caribbean capital of carnival, steel bands, calypso and limbo dancing.*

North-east of the South American coast and south of Grenada in the Lesser Antilles, Trinidad, Tobago and 21 smaller islands host the oldest settlements in the Caribbean, with proof of early tribes enjoying their beautiful beaches 7,000 years ago. A happy mix of different cultures gives the islands an air of excitement, and when the locals aren't 'liming' (talking for talking's sake), they'll be discussing, watching or playing cricket... with a rum of course. Trinidad is only a few miles from the coast of Venezuela, and its climate is very similar, with a wet season from June to November. Temperatures are a little higher in Trinidad than in the Caribbean islands farther north.

## Trinidad & Tobago is home to...

Angostura Ltd, Laventille, makers of Angostura 5 Year Old.

Trinidad  
and Tobago



## Angostura 5 Year Old, Angostura, Trinidad.

*For almost 200 years, Angostura has been exporting some of the world's finest spirits from this island paradise of Trinidad. Each bottle has been uniquely fermented, before being distilled meticulously and blended by experts to provide a delicate yet vibrant taste.*

*Angostura 5 year old golden rum is a blend of rums aged in charred American oak barrels for between five and eight years. This is an energetic and flavourful rum that is exceptionally smooth.*

**Appearance:** Pale gold.

**Aroma:** Subtle notes of chocolate, spice, vanilla and toasted oak flavours.

**Palate:** Rich, mellow and smooth.

**Awards: 2009** - San Francisco World Spirits Competition: Angostura 1824 - Best Rum - Double Gold Medal. Angostura 5 Year Old (Anejo) - Double Gold Medal. Angostura 1919 - Gold Medal. **2009** - International Spirits Challenge, Angostura 7 Year Old (Gran Anejo) awarded Gold Medal.

**ABV:** 40%.

*Angostura produces a range of rums that also include Angostura 1824 Rum, Angostura 1919, Angostura 7 Year Old Dark Rum and Angostura Reserva Rum.*



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***Will their souls be saved by the bell?***

*In 17th century England, rum was extremely potent. In fact, if you were to drink too much and pass out you might've been mistaken for dead and buried alive! Legend has it that bells were tied to the wrist of corpses and watchman would listen for the bell whilst on the graveyard shift. Thus, someone could be "saved by the bell" or was considered a "dead ringer."*

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# Enjoying Authentic Caribbean Rum

*There's no spirit more versatile than Authentic Caribbean Rum. It can be enjoyed in so many ways. The only rule – if you like it, it's right.*

**Straight:** The best way to savour the intensity and intricate flavours and aromas of Authentic Caribbean Rum. Serve in a tumbler and sip to allow the flavour to develop across your palate. Adding a drop of water can remove the 'bite' and allow the flavour to emerge even further.

**On the rocks:** Ice tempers the intensity of the spirit and adds water to the mix, allowing the full flavour to come through. If you like your rum neat but cold, try serving it in a chilled glass from the freezer.

**With a mixer:** Authentic Caribbean Rum is great with ginger ale, cola or soda water. Just add a twist of lime or lemon and a handful of ice, maybe a dash of bitters and make it your own...

**In a punch:** Punch was invented for rum. Ideal for summer parties, rum punches are a great alternative to Sangria.

And let's not forget **cocktails**. Rum is the most celebrated spirit in a mixologist's toolkit and Authentic Caribbean Rum the king amongst them. There are hundreds of classic cocktail recipes developed specifically for rum as you will see on the following pages. Or you can also try substituting it for other spirits to add a new dimension to old favourites.





# Rum and Ginger

## Ingredients

- 50ml Authentic Caribbean Rum
- Ginger ale (or ginger beer for an added kick)
- A dash of bitters (optional)
- A squeeze of lime

## Method

- Pour rum over ice and top up with ginger ale or ginger beer;
- Add a dash of bitters and a squeeze of lime;
- Finally, add the spent lime shell to the drink.



# Rum Punch

## Serves up to 20 – an ideal excuse for a party!

There are as many recipes for rum punch in the Caribbean as there are parties but most stick to the adage “One part sour, two parts sweet, three parts strong and four parts weak”. For an introduction try the following classic recipe...

## Ingredients

- 750ml Authentic Caribbean Rum
- 1 litre water
- 500g caster sugar
- 400ml lemon juice
- 1 tsp bitters

## Method

- Boil water in a large saucepan;
- Mix in the sugar to dissolve;
- Mix in remaining ingredients;
- Chill and serve in good company with a sprinkle of nutmeg;
- For a longer drink try adding a litre of your favourite fruit juice.



## Mai Tai

**Ingredients**

- 50ml Authentic Caribbean Rum
- 1 tbsp fresh lime juice
- 1 tbsp orgeat syrup
- 1 tbsp orange curaçao
- 2 tsp sugar syrup  
(2 parts sugar / 1 part water)
- A mint sprig, to finish

**Method**

- Add all the ingredients to a shaker filled with ice;
- Shake sharply and strain into a glass filled with crushed ice;
- Garnish with the mint.



## Daiquiri

**Ingredients**

- 50ml Authentic Caribbean Rum
- 1 tbsp lime juice
- 2 tsp sugar syrup  
(2 parts sugar / 1 part water)

**Method**

- Place all the ingredients in a cocktail shaker with plenty of cubed ice;
- Shake hard until the shaker frosts;
- Strain into a martini or cocktail glass;
- Garnish with a juicy wedge of lime.





## Mojito

**Ingredients**

- 50ml Authentic Caribbean Rum
- 1 tbsp fresh lime juice
- 1 tbsp sugar syrup  
(2 parts sugar / 1 part water)
- 6-8 mint leaves
- A splash of soda

**Method**

- Gently muddle mint leaves in a highball glass;
- Add lime juice and sugar syrup;
- Fill glass with ice cubes or crushed ice;
- Add rum and gently churn with a spoon to mix ingredients;
- Add a splash of soda, top with more ice and garnish with a fresh mint sprig.



## Pina Colada

**Ingredients**

- 75ml Authentic Caribbean Rum
- 3 tbsp coconut milk
- 3 tbsp crushed pineapple

**Method**

- Place the ingredients in an electric blender;
- Add two handfuls of crushed ice and blend at high speed for 30 seconds;
- Strain into a tall tumbler and serve with a straw.



# Rum Old-Fashioned

## Ingredients

- 50ml Authentic Caribbean Rum
- 2 dashes Angostura bitters
- 1 sugar cube
- Orange zest to garnish

## Method

- Muddle all the ingredients in a glass, adding ice as you go;
- Garnish with a piece of orange zest and serve.



# Rum Manhattan

## Ingredients

- 50ml Authentic Caribbean Rum
- 10ml sweet vermouth
- 1 tbsp black cherry syrup
- 1 dash bitters
- Cherry to garnish

## Method

- Stir all the ingredients in an ice-filled mixing glass until very cold;
- Strain into a pre-chilled cocktail glass;
- Garnish with a cherry and serve.





# Golden Libre

## Ingredients

- 50ml Authentic Caribbean Rum
- 3 lime wedges
- Cola, to top up

## Method

- Muddle the lime in a highball glass filled with ice and add the rum and cola;
- Stir gently;
- Serve with straws.



# Rum Collins

## Ingredients

- 50ml Authentic Caribbean Rum
- 25ml lemon juice
- 1 tsp sugar syrup  
(2 parts sugar / 1 part water)
- Soda water

## Method

- Shake the rum, lemon juice and sugar syrup in a cocktail shaker with ice;
- Pour into a tumbler over ice and top with soda water.



# Rum & Hot Chocolate

## Ingredients

- 2 tbsp Authentic Caribbean Rum
- 160g bittersweet dark chocolate
- 20g bittersweet dark chocolate to garnish
- Small pinch of salt
- 500ml milk
- 1 tbsp super fine caster sugar
- 50ml espresso coffee

## For the whipped cream

- 50 ml crème fraîche or heavy double cream
- 2 tbsp milk
- 1 ½ tsp superfine caster sugar

## For the grated chocolate

- 20g bitter sweet dark chocolate

## Method

- Add the crème fraîche (or heavy double cream), milk and sugar to a pre-chilled bowl and beat until stiff;
- Chill until you are ready to serve;
- Finely chop the chocolate and melt in a saucepan with the salt and 50ml water;
- When the chocolate is smooth, stir in the milk and then the sugar;
- Bring to a boil, and simmer for 5 minutes;
- Stir in the rum and coffee and boil for 2 minutes longer;
- When ready to serve, pour the hot chocolate into a liqueur coffee glass, add a spoonful of the whipped cream or crème fraîche and sprinkle grated chocolate to garnish.



# Rum and Chocolate Cocktail

## Ingredients

- 35ml Authentic Caribbean Rum
- 25ml chocolate liqueur
- 2 tsp of raspberry puree
- 2 tsp lychee juice (optional)
- 2 tsp double cream

## Method

- Shake the Authentic Caribbean Rum, chocolate liqueur, raspberry puree and lychee juice together in a cocktail shaker;
- Strain the mixture into a chilled cocktail glass and gently pour a small of cream on to the top of the mixture;
- Garnish with a dusting of chocolate powder and place three raspberries onto a cocktail stick to decorate.





## Blue Hawaiian

### Ingredients

- 50ml Authentic Caribbean Rum
- 50ml pineapple juice
- 50ml creamed coconut
- 2 tsp light cream
- 2 tsp blue Curaçao

### Method

- Shake all the ingredients, except the blue Curaçao, together with ice in a cocktail shaker;
- Strain into a tall glass over ice;
- Pour the Curaçao into the drink.

## Añejo Highball

### Ingredients

- 40ml aged Authentic Caribbean Rum
- 1 ¼ tbsp Orange Curaçao
- 1 ¼ tbsp lime juice
- Dash bitters
- Ginger beer
- A slice of orange rind & lime rind to garnish

### Method

- Combine the ingredients in a hi-ball glass filled with ice;
- Muddle then garnish with orange and lime rind.

## Pear Mojito

### Ingredients

- 50ml Authentic Caribbean Rum
- 25ml fresh squeezed lime juice
- 50ml pear juice
- 25ml sugar syrup (2 parts sugar/ 1 part water)
- 4 sprigs mint
- Soda water

### Method

- Muddle rum, sugar syrup, lime juice, pear juice and 3 sprigs of mint leaves in a highball glass;
- Fill glass with ice cubes or crushed ice;
- Top with soda water and garnish with a sprig of mint.

## Hot Toddy

### Ingredients

- 50ml Authentic Caribbean Rum
- 1 tbsp honey
- Lemon peel
- Cloves
- Cinnamon stick
- Hot water

### Method

- Mix the ingredients together in a tumbler, using the hot water to melt the honey. Perfect if you have a cold, or just to warm up in the winter.

For more cocktail recipes visit [www.truerum.com](http://www.truerum.com)

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***Vote for rum***

*Over time, rum trickled through the American political system so much so that elections were won on the size of your barrel, not your policies. In a Mississippi election, one candidate politely poured drinks and socialised with the people, whereas the other candidate simply gave voters an unlimited supply of rum. It's no surprise which candidate won.*

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## The spirit of discovery

*My passion for rum was ignited when I first started working in bars. I was fortunate enough to work in a cocktail lounge where the owner was seemingly mad enough to have more than a dozen rums available (we have over 600 behind the bar at Cottons), each really different and each perfect for a different serve.*

I started looking into which rums were available and was amazed at just how many there were and how different they could be. Rum is a very special spirit. You just don't get the level of variation with anything else. Rum can be subtle or feisty, smooth or harsh, rich or delicate, floral or woody, or both. It delivers endless combinations of flavours.

The Caribbean produces some classic brands and it's the spiritual home of rum of course. Authentic Caribbean Rum will now get the attention it deserves and I'm really excited to be part of the team delivering the True Rum message to European drinkers. It's my opportunity to pass on some of the enthusiasm which rum has inspired in me.

## Cheers!

**Ian Burrell**

Mixologist and proprietor of Cottons Bar, London



*True Rum*

[www.truerum.com](http://www.truerum.com)