



WIRSPA

West Indies Rum & Spirits
Producers' Association Inc.

Three new rums join the Authentic Caribbean Rum Marque

- *The West Indies Rum and Spirits Producers' Association (WIRSPA) has approved the incorporation of Hampden Estate Gold, Monymusk Plantation Special Reserve and Westerhall Vintage into the Marque*
- *The new rums are produced in Jamaica and Grenada and meet all of the standards set out by the Marque*
- *Including the new additions, the Authentic Caribbean Rum Marque now comprises 18 companies.*

August 2014– The Authentic Caribbean Rum (ACR) Marque, one of origin and quality, has added three new rums to its portfolio: Hampden Estate Gold, Monymusk Plantation Special Reserve and Westerhall Vintage. Including these three new brands, the Authentic Caribbean rum family now comprises 18 companies. These new members are yet another example of quality and diversity in Caribbean rum.

Hampden Estate Gold is a rum that comes from the Hampden area of Jamaica, famous for being one of the island's longest-standing producers of sugar. It is a 100% pot still rum crafted using techniques which were created centuries ago, using traditional stills. The rum has a pale appearance and a delicate aroma of fruit notes and a hint of apple. In the mouth, it is a dry rum with spicy hints and a lasting taste. It is a great "mixing" rum.

Monymusk Plantation Special Reserve is a rum that also comes from Jamaica, produced by National Rums of Jamaica. It is a mix of the best mature rums produced in the country. From an appearance standpoint, it has an amber-gold colour. It is also defined by its distinctive taste – spicy oak and fruit notes that give it real smoothness on the palate.

Lastly, Westerhall Vintage from Grenada, also known as the spice island for its production of cinnamon, ginger, nutmeg, and cloves among others. In terms of appearance, it is dark amber coloured rum. It has an aroma of caramel and vanilla with a touch of rose petals. To the taste, it is a sweet, creamy rum with a long-lasting finish, with hints of honey, maple syrup and spiced oak.

These new rums that have joined the Authentic Caribbean Rum Marque meet all of the criteria established by WIRSPA and reinforce the diversity of rums available under the marque. They will form part of the educational campaign about the ACR Marque currently taking place in key European Markets, targeted at professionals in the drinks and spirits sector.

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The Authentic Rum Marque Campaign is part of a CARIFORUM project financed by the European Union, and implemented by WIRSPA.



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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 or contact wirspa@wirspa.com.

The West Indies Rum & Spirits Producers Association implements the EU¹ funded CARIFORUM Rum Sector Support Project on behalf of CARIFORUM.

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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