

# RUM

Coffey in 1832' and the last fully operational example of its kind in the world today. In addition to the unique and unusual spirits produced by these stills, Demerara Distillers Limited has the capacity to produce a minimum of 26 million litres of pure spirit annually, and supplies major multinational spirit producers including Diageo, Beam Global and Pernod-Ricard.

## FRENCH CARIBBEAN

The French speaking Caribbean islands including - Haiti (**Barbancourt**), Guadeloupe (**Damoiseau**) and Martinique (**St. James, Rhum J.M.**) - produce what is arguably the most clearly defined style within the category, rum agricole. Made only from freshly pressed sugar cane juice, agricole maintains the rich, tropical characteristics of the base material resulting in a pungent, full flavoured spirit. Though a distiller may claim their spirit is made from fresh sugar cane juice this does not necessarily mean it is officially classified as a rum agricole. The most tightly controlled variety of rum, agricole distilled by approved producers in the French West Indies is protected by the AOC (Appellation d'origine contrôlée) Martinique Rhum Agricole mark which is similar to the AOC mark for Cognac or Champagne. Aside from the requisite fresh sugar cane juice as the fermentable material, agricole is also distinguished by distillation method and stringent ageing requirements. Unlike most rums, which are distilled to at least 80% ABV, agricole is generally distilled to around 70% ABV due to the lower concentration of impurities in fresh cane juice compared to sugar by-products, and to retain more of the distinct characteristics of the fresh sugar cane in the finished product.

## AUSTRALIA AND THE SOUTH PACIFIC

Though there are relatively few rum producing nations in the South Pacific - Australia (**Bundy, Inner Circle**) and Fiji (**Holey Dollar**) - they produce a distinctive, rich style of rum unlike the rums of the northern hemisphere.

Though a very young player in the Australian rum market, **Holey Dollar** has enjoyed great success since it was founded in Sydney in 2008. As a professional rum judge and the man who brought Inner Circle back to life, Stuart Gilbert had a wealth of experience in the field and decided to try his hand at creating some original blends. The resulting three bottlings were all awarded gold medals and voted best in class at the 2009 International Wine and Spirits Competition. The overproof Gold Coin was also awarded 'Best Rum' of the competition, and Holley Dollar was given the accolade of 'Worldwide Distiller of The Year' - not a bad haul for a brand new label. Pot distilled from Fijian sugar cane and aged in small oak barrels, the rich deep blends are distinctive while remaining true to the traditional molasses-based Australian style.

**Inner Circle Rum** was first produced by CSR (Colonial Sugar Refinery) in 1901, when they established a distillery in Pyrmont, producing pot still rums from both Fijian and Australian raw materials. Produced in three different strengths an aged in oak (used Bourbon barrels and new American oak) for a minimum of two years. Originally produced for the board of directors and favoured clients (the 'inner circle'), the spirit won a gold medal at the 1950 Sydney Agricultural Show, which led to an increased awareness of and demand for the product, culminating in a

public release in the 1970s. Though the Inner Circle range was discontinued in 1986 after the sale of the CSR distillery facilities, the rums were re-released in 2000 and today the brand is distilled at the Beenleigh Distillery in Queensland.

Undoubtedly the most widely recognised spirit to be produced in the region, distillation of **Bundaberg** rum dates back to 1889 - though the spirit had to be matured for two years before it could be sold. Though it may seem a more recent invention, in 1942 Bundaberg rum created one of the world's first RTDs. American soldiers in Australia on R&R took a shine to Bundaberg rum and were mixing it with Cola - the distillery started producing Bundy and cola premixed in a bottle, and the rest is history. Today, Bundaberg is Australia's biggest selling spirit, and accounts for around 10% of total spirit sales in Australia.

At the opposite end of the spectrum, we find the **Lark Distillery** in Tasmania. A relative minnow, the Lark produces a small batch, double pot distilled spirit from molasses and Tasmanian spring water known as Rum Island - in reference to a small island off the north east coast of Tasmania where Captain Hamilton stored the rum stocks of the merchant ship Sydney Cove after it ran aground in 1797. Though there is only a white rum available at this point, an aged variant is set to be released before the end of the year.

Another new player in the Australian rum market, **Kinky Nero** and **Kinky Lux** are based on organic sugar cane and produced using ASM's patented evaporative and charcoal-filtering process. They are free of added chemicals and distilled with Australian spring water.

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## NICK BRAUN BARTENDER, BRAND AMBASSADOR, DRINKS WRITER, SYDNEY, NSW

**1. How long have you worked in the trade?**  
10 years

**2. What has been your bartending highlight?**  
Probably the Ketel One trip to Singapore earlier this year - good times.

**2. In your experience, how popular is rum in the Australian market?**

Among bartenders it's very popular, and I think the mass market is becoming more interested as new products hit our shores, but it doesn't seem as popular as the two big white spirits. It's hard to say - Australia's biggest selling spirit is a rum, after all.

**3. Is there a typical rum drinker, or do people surprise you?**

People never fail to surprise. Often when a couple order a beer and a pink, sugary cocktail it's not be the guy who reaches for the beer.

**4. Most interesting rum you have tasted?**

So many options! El Dorado Millennium Edition, Appleton Estate Master Blender's Legacy, 1998 Enmore Still from Guyana and Barbancourt Reserve du Domaine probably top the list.

**5. What was the inspiration behind the Holley Dollar cocktail you made today?**

The rich, depth of Holley Dollar Gold Coin and the raw power of the Platinum Coin generally lend themselves to longer drinks. I wanted to tame these spirits while retaining the characteristics that define them - oaky, nutty, chocolaty and sweet with ripe fruit tones - but in a shorter, more refined form than you find in a punch or a heavily lengthened drink.

### HOLEY BERRY

**Glass:** Brandy Balloon

#### Ingredients:

- 40ml Holley Dollar Gold Coin Rum
- 20ml Holley Dollar Platinum Coin Rum
- 20ml Mulberry Juice (available from health food stores)
- 5ml Vanilla Syrup (preferably homemade)
- 1 dash Fee Brothers Grapefruit Bitters
- 1 dash Angostura Bitters

**Garnish:** Grapefruit Zest

**Method:** Stir all liquid ingredients in a mixing glass and strain into a chilled Brandy Balloon. Squeeze grapefruit oils over the drink and discard.