

THE EXPLORERS GUIDE TO TRUE RUM

A complete guide to Authentic Caribbean Rum



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WELCOME TO THE WORLD OF TRUE RUM

Authentic Caribbean Rum is unique. From exotic cocktails and easy long drinks, to a straight shot cut with ice, no other spirit can offer an ocean of possibilities at your fingertips. And there's only one place that boasts a rich and diverse heritage of rum making.

Authentic Caribbean Rums are the product of a craft developed and refined over centuries. The unrivalled range of Authentic Caribbean Rums available today, each with a distinct character of its own, reflects the diversity of the countries and people who produce them. Warmed in old oak barrels that give depth older than their years, these are rums born of tradition, distilled with passion and blended with instinct.

Within these pages you'll discover just what makes Rum from this part of the world so special. Offering a remarkable foundation for mixing and carrying flavours, the diversity found within the Authentic Caribbean Rum (ACR) family means there's something for all palates and all tastes. So whether you're serving a cocktail, a long slow drink or a relaxed measure straight up, ACR Rum gives you the freedom to explore and discover the True taste of the Caribbean.

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, a writer 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 skilfully combined with the personality of the region and a shot of heritage to produce something distinctively Caribbean.

– True Rum.

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, brands 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, syrup or molasses within the CARIFORUM* 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 flavourings 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 accepted industry best practice 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.



* CARIFORUM was established in 1992. Fifteen Caribbean States are full members of CARIFORUM. They are Antigua and Barbuda, The Bahamas, Barbados, Belize, Dominica, Dominican Republic, Grenada, Guyana, Haiti, Jamaica, St. Kitts and Nevis, Saint Lucia, St. Vincent and the Grenadines, Suriname and Trinidad and Tobago.

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. A magical process 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.

A photograph of a narrow path cutting through a field of tall, vibrant green grass. The grass is blowing in the wind, creating a sense of movement. In the background, a line of trees is visible under a sky filled with soft, grey clouds. The overall mood is serene and tropical.

WELCOME TO THE CARIBBEAN

The Caribbean is home to many distilleries producing a diverse range of rums. Every shore offers a different taste experience and an unrivalled welcome for discerning drinkers keen to discover 'True Rum' for themselves...

ANTIGUA AND 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 and Barbuda is home to:

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

English Harbour 5 Year Old

Antigua Distillery Ltd, Antigua.

Antigua & Barbuda

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.

ABV: 40%

Other rums produced by Antigua Distillery include English Harbour 3 Year Old, 10 year old and 1981 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 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. During summertime temperatures stay in the low-mid thirties.

Barbados is home to:

- Mount Gay Distilleries Ltd, Bridgetown, makers of Mount Gay Black Barrel.
- R.L. Seale & Co Ltd, Christ Church, makers of Doorly's XO.
- St. Nicholas Abbey, St. Peter, makers of St. Nicholas Abbey.
- West Indies Rum Distillery, St. Michael, makers of Cockspur Fine Rum.



Cockspur Fine rum

West Indies Rum Distillery Ltd, 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 brand that carries the strutting rooster on the label, a symbol of the proud Barbados nation, is exported to many countries. 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 dark 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.

ABV: 37.5%

Other rums produced by West Indies Rum Distillery include Old Gold and VSOR.



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.

ABV: 40%

Other rums produced by R.L. Seale include Doorly's 5 year old, Doorly's 12 year old Doorly's White, R.L. Seale's 10 Year Old and ESA Field White.



Mount Gay Black Barrel

Mount Gay Distilleries, Barbados.

Mount Gay Rum is produced in Barbados with passion and unparalleled excellence and has a heritage stretching back to 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 speak in terms of maturity rather than age.

The latest from Master Blender Allen Smith, Black Barrel is a small batch, handcrafted blend made of matured double pot distillates and aged column distillates. In a process called finishing, the blended rum is then matured for a second time in deeply charred Bourbon oak barrels. This unique process releases spicy aromas that are at once balanced and bold.

Appearance: Rich amber.

Aroma: Complex notes of spice, toasted wood followed by fruit.

Palate: Bold spice balanced with oaky vanilla and sweet caramel.

ABV: 43%

Other rums produced by Mount Gay Distilleries include Mount Gay Eclipse, Mount Gay Eclipse Silver, Mount Gay Extra Old and Mount Gay 1703.



St. Nicholas Abbey

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.

St Nicholas Abbey now produce rum exclusively sold from syrup extracted from hand-cut cane from the surrounding fields. They currently produce a white rum and a 5 year old golden rum. 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:

Light 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.

ABV: 40%

Other rums produced by St. Nicholas Abbey are White, a 12 year old and a 15 year old selected by Larry Warren from the cellars of R L Seale.



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'.

BELIZE

Although located on the mainland of the Americas, Belize is culturally and historically more closely tied to the English-speaking islands of the Caribbean than its Latin American neighbours.

Belize

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 makers of Travellers Rums.

Travellers 5 Barrel*

Travellers Liquors Ltd, Belize.

Travellers 5 Barrel Rum is made using molasses produced from locally grown Belize sugar cane. The rum is aged in Kentucky oak barrels for a full 5 years and blended to deliver a full-bodied rum with the well-rounded taste.

Appearance: Amber gold colour.

Aroma: Rich toffee and butterscotch. Oak spices and vanilla with hints of tobacco.

Palate: The initial flavour is caramel and butterscotch melded into the oak spices. Some light orange peel and rich tobacco flavour.

ABV: 40%

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

**Sold as One Barrel 5 Years in Canada.*



DOMINICAN REPUBLIC

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.

Dominican Republic is home to:

- Brugal & Co, Puerto Plata, makers of Brugal 1888.
- Ron Barceló, Santo Domingo, makers of Barceló Imperial.



Brugal 1888

Brugal & Co, 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 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 1888 is an ultra-premium double wood aged rum – 6 to 8 years in White American Oak ex-whiskey, followed by 2-4 years in Spanish Sherry Oak casks which creates this premium golden rum whose subtle complexity is apparent on tasting.

Appearance: Dark amber.

Aroma: Complex with spiced nuances, hints of chocolate, roasted coffee, cinnamon and dried fruit.

Palate: Spiced and full bodied. Nuances of toffee, caramel, wood and liquorice.

ABV: 37.5%

Other rums produced include Brugal Extra Dry, Brugal Añejo, Brugal XV and Papa Andreas.



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

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

ABV: 38%

Other rums produced by Ron Barceló 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 10XO Rum.



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.

ABV: 40%

Other rums produced by Grenada Distillers include Special Dark Golden Rum and Superior Light White Rum.



Westerhall 10XO

Westerhall Estate, Grenada.

The Westerhall Estate in Grenada dates back to the 1700's and remains a family owned business. The original sugar mill and pot stills are preserved within the Estate grounds and its focus now is on the ageing, blending and bottling of rum. Westerhall produces strong rum (70%abv) for the local market as well as lighter rums and aged premium blends for the international market.

Westerhall 10XO Rum is the result of patience, waiting for the right time to release the spirits from their captivity in the wooden oak barrels, ensuring that they are now gentle and smooth to the palate. Made from rums aged for a minimum of ten years it is rich in flavours and superbly smooth. This brand is made for the more discerning connoisseur who demands spirits that have been fully matured to perfection. It can be best enjoyed on the rocks or diluted with sparkling water or club soda.

Appearance: Burnt copper.

Aroma: Toffee apple, Maple syrup, vanilla.

Palate: Dry wood with sweet maple syrup, toffee-apple and honeycombe.

ABV: 40%

Other rums produced by Westerhall Estate include Westerhall Superb Light Rum, Westerhall Plantation, 12 Degrees, Dark Rum, Jack Iron and White Jack.



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.



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 the finest Guyana 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.

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 continue to 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:

Deep mahogany 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.

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.



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.

Barbancourt Réserve

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

Made by Société du Rhum Barbancourt, Barbancourt is 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.

Aroma: 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:

- The Hampden Estate, Trelawny, makers of Hampden Gold and Rum Fire.
- National Rums of Jamaica, Kingston, makers of Monymusk Plantation.
- J Wray & Nephew Ltd, Kingston, makers of Appleton Estate Rare Blend.

Appleton Estate Rare Blend

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 Rare Blend, which is an exceptional blend of rums aged 12 years and older. These rums have been handcrafted on the Estate to produce a full bodied rum with a classically fruity bouquet of apricots and orange peel twisted with vanilla and molasses.

Appearance: Bright, rich bronze.

Aroma: Mature scents of walnuts, nutmeg, orange peel and vanilla.

Palate: Buttery, creamy brown sugar with a bittersweet finish.

ABV: 40%

Other rums produced by J Wray and Nephew include Appleton Estate Signature Blend, Appleton Estate Reserve Blend, Appleton Estate Master Blenders' Legacy, Appleton Estate 21 year old Jamaica Rum, Wray & Nephew Overproof.



Hampden Gold

Hampden Estate, Jamaica.

The Hampden Estate dates back to 1753 and still specialises in the making of Heavy Pot Still Rum. Hampden use fermenters that are over 100 years old, culture their own yeast and utilise traditional pot stills but combine these traditional practices with the latest technology and laboratory techniques to carefully control the final output of its rums. Hampden Estate rum is widely used in the blending of other rums throughout the world but they have recently developed their own brands - Rum Fire and Hampden Gold.

The local market in Jamaica is renowned for its 'overproof' rums and Rum Fire from Hampden Estate is one such brand. However, the company has recently developed Hampden Gold exclusively for international markets that are well used to high quality premium spirits. Perfect for mixing and cocktails.

Appearance: Pale gold.

Aroma: Pungent with delicate spice, apple and fruity esters.

Palate: Dry with potent spice and a long finish.

ABV: 40%

Other rums produced by Hampden Estate include Rum Fire Velvet.



Monymusk Plantation Special Reserve Rum

National Rums of Jamaica, Jamaica.

National Rums of Jamaica Limited, now the NRJ Group, comprises Clarendon Distilleries Limited (Monymusk Distillery), Long Pond Distilleries Limited and an ageing facility at the former Innswood Distillery. For many years the company has provided the rum that makes some of the world's best known rum products but it has also recently developed its own brand utilising the vast and diverse resources at its disposal.

Monymusk Plantation Special Reserve is a blend of the finest matured Jamaican rums, carefully handpicked by the Master Blender from select barrels. These rums are aged in charred American oak barrels to allow maturation and the taste to mellow. The spicy oak finish, rich silky feel, and fruitiness deliver a fullness of deep warmth and smoothness on the palate. A well balanced blend resulting in the finest of sipping rums. Enjoy neat or on the rocks, sip delicately and enjoy the warm lingering finish.

Appearance: Rich gold.

Aroma: Spicy and fruity.

Palate: Smooth rich silky feel.

ABV: 40%

Other rums produced by National Rums of Jamaica include Monymusk Plantation Overproof White Rum, Special Gold Rum and Classic Gold 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.

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.

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.

ABV: 40%

Other rums produced by St. Lucia Distillers include Tòz, Admiral Rodney, Bounty Rum and Crystal.



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.

ST VINCENT AND 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.

St Vincent and the Grenadines is home to:

- St. Vincent Distillers Ltd, St. Vincent, 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 by St. Vincent Distillers include Sunset Light Rum, Sunset Premium Rum and Sunset Very Strong Rum.

** not available in USA.
Sold as Mutineers Gold.*



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.

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 dark sugar 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 runs produced by Suriname Alcoholic Beverages N.V. include Borgoe 82, Borgoe Extra, Marienburg 90%, Black Cat, Black Cat White, Black Cat Limon, Black Cat Reserve, Red Sun 900 and Jubilee Reserve.



TRINIDAD AND 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 and 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 and Tobago is home to:

- Angostura Ltd, Laventille, makers of Angostura 1919.

Angostura 1919

Angostura Ltd, Trinidad and Tobago.

Angostura® 1919 is a specially blended multiple award winning rum, which celebrates a very particular date in the development of the rum industry in Trinidad & Tobago, as well as the Caribbean.

After a fire in 1932, which destroyed the Government Rum Bond, the master blender of Fernandes Distillers, J.B. Fernandes, bought the charred casks, only to discover they had been filled in the year 1919.

Appearance: Pale gold.

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

Palate: Rich, mellow and smooth.

ABV: 40%

Angostura produces a range of rums that also include Angostura 1824 Rum, Angostura 5 year old, Angostura 7 Year Old Dark Rum and Angostura Reserva Rum.

Trinidad & Tobago



A woman with blonde hair is smiling and looking towards the left. In the foreground, there are several glasses filled with a yellowish drink, ice, and green herbs, likely rum cocktails. A man with glasses is visible in the background, looking down. The scene is set in a dimly lit bar or restaurant.

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.*



HOW TO ENJOY IT

However you drink it, Authentic Caribbean Rum is pure liquid heaven.

Straight up:

Nothing but unadulterated Authentic Caribbean Rum. The only accompaniment you need to appreciate the intense flavours and aromas is a drop of water and a lingering golden sunset.

On the rocks:

Want to unfold the flavours a little more? As the rum crashes and cascades over cubes of cool ice, its rich flavours release further.

Mix it up:

Soda, ginger ale, ginger beer, or cola with a squeeze of lime or a dash of bitters - whatever Authentic Caribbean Rum mixes with, it's sweet harmony.

Punch:

Punch was invented for rum. Fruity, fun and a perfect way to get any party – or carnival – started.

Cocktails:

Rum has to be the most celebrated spirit in a mixologist's toolkit, adding its golden nectar to countless recipes. Sample recipes all the way from the Caribbean in our Mixology section.

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

- 700ml Authentic Caribbean Rum
- 1 litre water
- 500g caster sugar
- 400ml lemon juice
- 1 tsp bitters

Method

Boil water in a large saucepan and 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.



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.



GOLDEN LIBRE

Ingredients

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

Method

Muddle the lime in a highball glass, fill with ice and add the rum and cola. Stir gently and serve with two straws.



PINA COLADA

Ingredients

- 75ml golden 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 large wine glass and serve with a straw.



RUM MANHATTAN

Ingredients

- 50ml Authentic Caribbean Rum
- 2 tsp sweet vermouth
- 1 tbsp black cherry syrup
- 1 tbsp black cherry syrup
- 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.



RUM OLD FASHIONED

Ingredients

- 50ml Authentic Caribbean Rum
- 2 dashes 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.



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.



MAI TAI

Ingredients

- 50ml Authentic Caribbean Rum
- 1 tbsp fresh lime juice
- 1 tbsp orgeat syrup (optional)
- 1 tbsp orange Curaçao
- 2 tbsp 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 fresh lime juice
- 1 tbsp sugar syrup (2 parts sugar / 1 part water)
- Lime wedge to garnish

Method

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



RUM & CHOCOLATE COCKTAIL

Ingredients

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

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 the double cream on to the top of the mixture. Garnish with a dusting of chocolate powder, and place three raspberries on to a cocktail stick to decorate.





RUM HOT CHOCOLATE

Ingredients

For the hot chocolate

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

For the whipped cream

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

For the grated chocolate

- 20g bittersweet 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 the chocolate. Finely chop the chocolate and place in a saucepan with the salt and 50ml water. Melt over a low heat, stirring constantly and ensuring that it does not burn. 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 crème fraîche to each portion of hot chocolate and sprinkle grated chocolate to garnish.

THE AUTHENTIC CARIBBEAN RUM PANEL

Brought together with a passion for True Rum, our expert panel is made up of world renowned mixologists. As part of the Authentic Caribbean Rum campaign they share their knowledge, experience and stories about Rum and the latest trends in mixology.



Bastian Heuser

On-trade-pr & beverage consultant also regarded as one of Germany's top bartenders. After finishing his hotel traineeship, he worked as bartender and bar manager in Cologne, Frankfurt, London and Berlin. In 2006 he joined Mixology Magazine, the most prominent publication for the bar industry in Germany as freelancer. He is co-founder and managing director of Bar Convent Berlin, the most important annual bar show and trade fair in the German speaking area and Co-author of "Cocktailian - Handbuch der Bar".



Gregorie Erchoff

20 years of bartending experience in France Miami and New York. Head bartender at the Park Hyatt Paris Vendome for a year and worked for a spirits distributor in France as a brand ambassador for brands like Uluvka Vodka & Leblon Cachaça.

He created a private bartending company, Ultimate Bar, designing cocktails for different brands. Certified as Cognac Educator he has given master classes on Grey Goose Vodka all around France.



Danielle Biondi

Founder and CEO of Rum Club Italiano. Consultant for a leading distributor in Italy and former WIRSPA country manager. Daniele is highly knowledgeable about rum in general and Authentic Caribbean Rum specifically.



Andrew Nicholls

A world renowned mixologist, he is a presenter on Sipped.tv, an online program, bringing members of the public and members of the beverage industry all the latest scoop on the bar world. Co-founder of Barchaeology, a platform from which members of the global bar community can access recipes, product information, un-opinionated tasting notes, events, city guides, job opportunities, guest bartending shifts, share their menu's and simply interact with other members of the industry from around the world.



Miguel Figueredo

Miguel Figueredo is a writer, consultant and bartender with more than 10 years of experience in Spain, Germany, Holland, New York and Puerto Rico. He led the bartender training and tastings for Authentic Caribbean Rum in Spain from 2008-2010 and is the first and only Spanish Certified trainer for Cognac (BNIC). He wrote the cocktail guide for Parasaber.com and the mixology section for the prestigious Guía Peñín. He is co-founder of the creative, innovation lab "The Cocktail Room".



Amit Sood

Amit is a veteran bartender and trainer having started his career in the TGI Fridays and Navajo Joe fame of the 90's and then worked throughout the Maxwell Group in various sites. His experience has taken him around the world with stints in Australia and consulting on projects for the Raffles Hotel Group in Japan, before heading up the Purple Bar at the Sanderson and serving the Queen at the Ritz. As a trainer, Amit has been involved in various national programs for Diageo, Coors, Coca Cola and Brown Forman.



Jason F. Cousins

Jason F. Cousins is a mixologist and consultant for bars, restaurants and hotels with over 10 years of experience creating and managing bar programs in busy NYC establishments. Recently, Jason has directed beverage programs for pioneering boutique hotel groups like GrandLife Hotels and Morgans Hotel Group, as well as the newly launched Financial District hot spot, Da Claudio Ristorante e Salumeria.



H. Joseph Ehrmann

H. is the 11th Proprietor of Elixir in San Francisco and is recognized as a pioneering member for the revitalization of cocktail culture over the last decade.

He is an internationally renowned spirits expert and also focuses his energies on two other businesses: a cocktail catering and events company based on “edutainment” for corporate clients (Elixir To Go, LLC) and an industry consultancy firm (Cocktail Ambassadors, LLC). H. is a USGB National Ambassador and former Vice President of the local chapter.



Peter Vestinos

Peter is the president of the Chicago chapter of the USBG and Beverage Director at The Betty. His company, The BarMedic, focuses on beverage menu development, bartender trainings, and spirits education.

Prior to that, he was the Beverage Development Director for Wirtz Beverage Group’s national portfolio of wine, spirit and beer distributorships. Some of his accolades include: 1st place at the 2008 Bombay Sapphire’s “The Nation’s Most Inspired Bartender” and the 2007 “Chicago Iron Bartender Competition”.



Danielle Tatarin

Danielle is a leading drinks expert in Vancouver’s vibrant mixology scene. She has experience behind the bar, designing cocktail menus and training other professionals like herself.

She is a founding member and past president of The Canadian Professional Bartender’s Association, she is also the owner of Designer Cocktail, a company that teaches classes on drink making and the history of spirits.



John Lermayer

John was selected in 2008 by bartending legend Dale DeGroff to participate in the “Bar Chef Challenge” at Tales of The Cocktail in New Orleans, shocking the cocktail world by taking first place.

Furthermore, he was awarded Canton Bartender of the Year in 2009, won the Hennessy Art of Mixing, and the Bols Global

Cocktail Challenge to name a few. In 2009 he was chosen by the founding members of BAR (Beverage Alcohol Resource) to receive the “Chuck O’Conner Scholarship”.



Joe Howell

Joe Howell is the Head Bartender at The Spoke Club in Toronto. He has been a finalist in Diageo World Class Canada, Made With Love Toronto, and a mescal cocktail competition in Mexico City; he

also made Cosmos with King Cocktail Dale DeGroff for the 25th anniversary of the iconic libation. He and his drinks have appeared on the Global Morning Show, in The Toronto Star, in Metro Newspaper, in Urban Male Magazine, Elle Magazine, and in King West Magazine, among others.



Gabrielle Panaccio

Gabrielle has worked in the hospitality business all over the world and is naturally gifted in the art of arranging flavours. She discovered the universe of cocktail at the bar Eau-de-vie, in Sydney. Back

in Montreal, she managed the prestigious cocktail Lab, Comptoir à Cocktails.

Today, founding owner of ProxiBar, she is also owner of the Group Lab and Secrets of Comptoir. She won the title of “Chief Bar Montreal 2011” and the prize “Grey Goose Pour Master Canada 2013”.



Steve Olson

Steven Olson is a beverage and service educator and consultant. He is known to the trade for his company, aka wine geek, and as a founder of Beverage Alcohol Resource (BAR). As such, Olson lectures

about wine and spirits around the globe.

Although he may be best known for his restaurant and bar consulting and his service training programs, Olson has also received numerous international awards, including being chosen as CHEERS Magazine “Beverage Innovator of the Year” in 2005, “Sante Magazine’s Spirits Professional of the Year” in 2003, he was honored as “Best Bar Mentor” at Tales of the Cocktail in 2012, and he is a Global Judge for World Class.

THE SPIRIT OF DISCOVERY

Though we all come from different backgrounds we share a passion for this incredible spirit and we feel truly blessed to be part of the Authentic Caribbean Rum programme.

After all, Rum is unique – both surprising and familiar in the same sip. So many different flavours, so many variations, so many endless possibilities for this spirit and its diverse tastes – subtle or feisty, smooth or harsh, rich or delicate, floral or woody, or a little of each. And all that before we've even considered mixing it.

The Caribbean is the spiritual home of Rum and so we're really excited to be able to share the stories of its amazing history and the people behind this magical spirit. Rum has been part of the Caribbean life for centuries and by sharing our passion and knowledge for it, we're sure we will help it stand the test of time.

Cheers!





*To find out more about
Authentic Caribbean Rum go to:
www.acr-rum.com*



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