

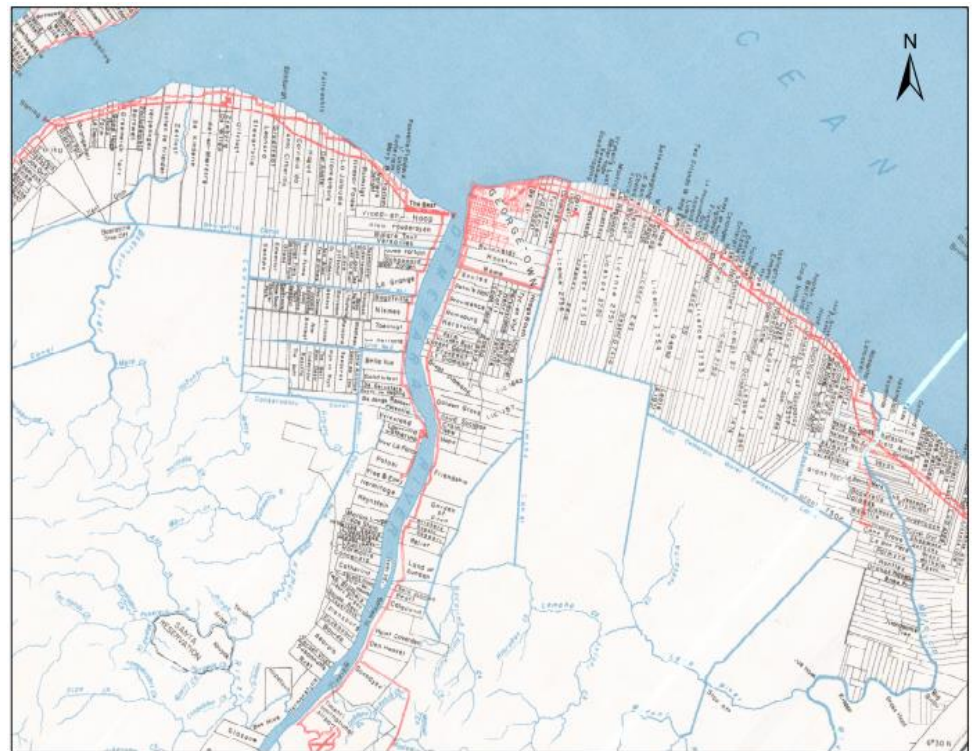
TECHNICAL SPECIFICATIONS

**GEOGRAPHICAL INDICATION:
DEMERARA RUM**

Lennox Shaun Caleb, Master Distiller

WHAT IS DEMERARA RUM?

- Spirit drink with discernible sugar cane organoleptic characteristics which is produced exclusively by the fermentation and distillation of sugar-cane based substrate in the tropical climate and low-lying coast of the Demerara county of Guyana, located on the northern coast of South America, bordering the Atlantic Ocean.
- Essential feature: distinct, well-established sugar cane-derived aromas and flavours
- Demerara Rums have been exported more than 200 years for branded and non-branded use, including historical supply to the British Royal Navy for daily ration to sailors.



CHARACTERISTICS OF DEMERARA RUM

- Aromas: characteristic sugar-cane sweetness, supplemented by fruity and floral notes. May also derive sweet aromatic, nutty, spicy, woody, herbal, earthy or other tertiary aromas from the ageing process.
- Flavour: characteristically rounded, smooth, rummy, varying from sweet to dry, with tasting notes that complement the aromatic profile.
- Chemical profiles:

Body	Total Congeners and Esters (g/hL)	Acidity (g/hL)
Light	< 30; with <10 esters	< 20
Medium	30 - 300; with 10 - 50 esters	20 - 200
Heavy	> 300; with > 50 esters	

- Colour: ranges from colourless (unaged), to light straw yellow (lightly aged), to amber/gold and deeper shades of copper/bronze/mahogany (higher aged), derived naturally from oak maturation.
- No flavouring, with only small addition of caramel to standardise colour, max. 20 g/L.

Requirement of Fermentation & Distillation

Fermentation:

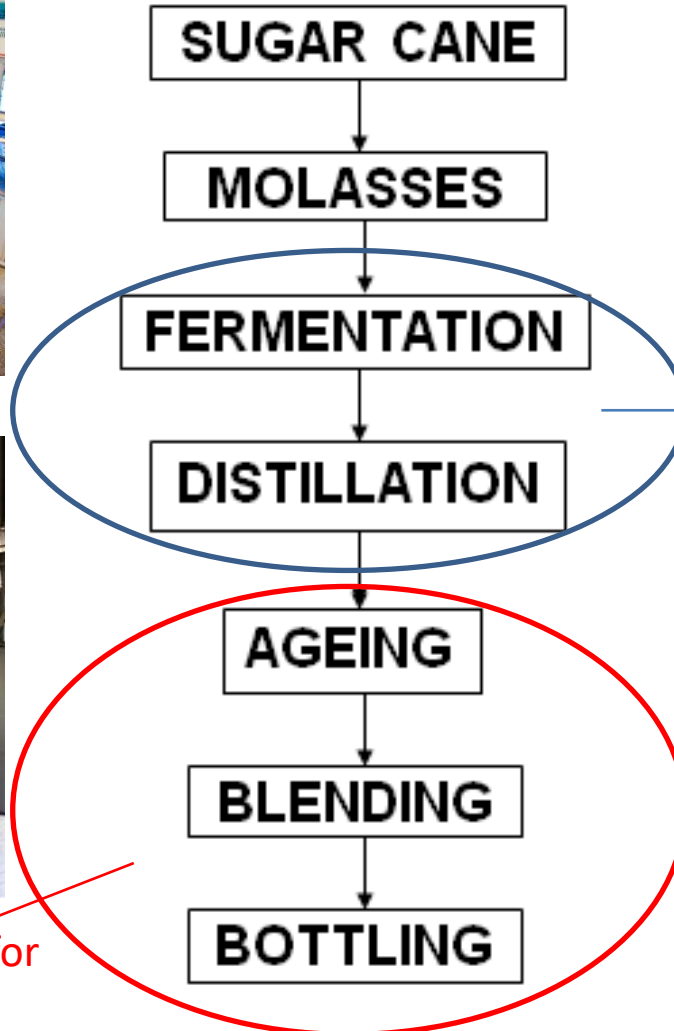
- Saccharomyces cerevisiae strain of yeast is propagated in the molasses or sugar-cane based substrate, diluted with ground water from Demerara artesian wells, with appropriate quantities of nutrients and acid added for optimal pH.
- Once sufficient mass of yeast cells is propagated, the culture is transferred to set up the fermenting wash with fresh diluted substrate, appropriate nutrients and acid.

Distillation:

- Fermented wash is distilled to make light or medium-bodied rums in 2/3/4/5 column continuous stills; or heavy-bodied rums in single/double pot stills.
- Artisanal production in small batches using the original equipment that date back to their original installation at local plantations – e.g. Double Wooden Pot still at Port Mourant (PM) in 1732, and Wooden Coffey Still at Enmore (EHP) in 1880.
- Diverse assortment of unique distilling styles, formats and equipment, with distinct flavour profiles pursued directly through distillation.

Overview of Demerara Rum

Production Process



Must occur in the Demerara region for ALL Demerara Rums (Unaged or Aged)



Must occur in Demerara region for Cask Aged, Special Reserve and Grand Special Reserve Demerara Rums

Categories of Demerara Rum

“General” categories

- can be aged or unaged, blended or unblended, but must be fermented & distilled in the Demerara Region;
- can be aged / blended / bottled outside the region, so long as it is not blended with rum from any source outside the region, and is authorized and done in compliance with the bottling and monitoring procedures.

1. Demerara Rum: aged or unaged
2. Old Demerara Rum: aged for minimum of 2 years

“Special” categories

- must be fermented, distilled, aged, blended and bottled in the Demerara region.

There are special age qualifications

1. Cask Aged Demerara Rum: aged for minimum of 3 years
2. Special Reserve Demerara Rum: aged minimum of 12 years
3. Grand Special Reserve Demerara Rum: aged for minimum of 25 years

What establishes the Geographical Link of Demerara Rum to the Demerara 'Terroir'?

- Environment
 - Soil
 - Topography
 - Microbiological species (air and soil-borne)
- Climate
 - Temperature
 - Humidity
- Water
 - Mineral content

LINK OF THE DEMERARA 'TERROIR' TO HISTORICAL ORIGINS



First Settled by the Dutch in 1616

Forested, mountainous inland terrain too difficult to navigate and cultivate.

Reclaimed land from Atlantic Ocean, set up drainage and irrigation canals, as well as sea wall to keep the Ocean out.

Introduced Sugar in 1640.

- Flat low-lying coast (below sea level) drained by proximity to the Ocean
 - high mineral content of sea water feeds into upper sands of coastal aquifer, where water is drawn from artesian wells.
 - impacts sugar cane crop directly and the production process through dilution water
- Soil characteristics inherited from Ocean (marine deposits of alluvial clays, silts)
 - fertile soils high in organic and mineral content impacts sugar cane yields
 - promotes growth of nutrient-fixing soil microbes, native wild species in air

CLIMATIC FACTORS

- **Accelerated Ageing (2-3 times faster maturation)** in once-used Bourbon Oak barrels under **Tropical Equatorial Climate**, with year-round high temperature (24 – 32^oC) and humidity (>70%), two alternating sunny and rainy seasons (av. 2500 mm rainfall). North East Trade Winds allow for natural ventilation of barrel warehouses (no external humidity control).
- Mineral content of molasses and water leads to distinctive minerality in flavour (salted toffee) that survives ageing process.



HISTORICAL LEGACY AND HUMAN FACTORS

- Environmental factors lead to high congeners in fermented molasses, which allows the distiller to pursue distinct flavour profiles through the art & science of naturally isolating flavour components directly on our Heritage Stills.
- Knowledge, skills and expertise are handed down through generations, including traditional craft approach to maintain the character and reputation of Demerara Rums.
- European Commission, through the Official Journal of the EU dated 4.8.2021, recognized without opposition and thereby registered 'Demerara Rum' as a geographical indication, thus granting protection under its Regulations.