

Publican 22 March 2010

Circ.33,689

Dark Spirits report

NEW

Rum Sixty Six

Rum may all be about the heritage but that doesn't mean there aren't new kids on the block. New to the UK is Rum Sixty Six, a luxury golden rum from Barbados. Family Reserve 12 Year Old (40 per cent ABV) is tropically aged and undergoes double maturation, which its makers say gives it the complexity of European aged spirits twice the age. It is recommended as being a suitable alternative for whisky and bourbon drinks but also works well in cocktails.

It is distilled, aged and bottled by fifth-generation master distiller Richard Seale at the Foursquare Rum Distillery – one of the last independent family-owned distilleries in the Caribbean.

The rum ticks the boxes for authenticity and premiumisation, so Foursquare has gone a step further and had a sleek bottle and packaging designed so it stands out from other rums on the shelf. The retail price of a 70cl bottle is around £30. Wholesalers include Coe Vintners, Speciality Drinks and Rodney Densem Wines.

