

Rum GIs and TMs in the Caribbean Region

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WIRSPA

West Indies Rum & Spirits
Producers' Association Inc.

Popular Perception of Rum

*Rum embodies America's laissez-faire attitude:
It is whatever it wants to be.*

*There's no international oversight board, and its taste
and production varies widely, leaving the market to sort
out favorites. Rum is the melting pot of spirits – the only
liquor available in clear, amber, or black variations.*

—Wayne Curtis, *And a Bottle of Rum*

Baseline for Territorial Recognition

(e.g., *Jamaican Rum*)

Fermented and distilled from sugarcane
in the region specified

Countries may add additional requirements

CARICOM Rum Standard

Defines the requirements to be called “rum” in CARICOM countries, regardless of where made*



CARICOM REGIONAL STANDARD FOR RUM

Specifications

CRS 25: 2008
(formerly CCS 0025: 1992)

3.1 Rum shall be a spirit drink:

- a) obtained exclusively by alcoholic fermentation and distillation of sugar cane molasses, sugar cane syrups, sugar cane juices or cane sugar produced during the processing of sugar cane;
- b) distilled at an alcohol content of less than 96.0 % alcohol by volume at 20 °C;
- c) produced in such a way that the product has the organoleptic characteristics derived from the natural volatile elements contained in the above raw materials or formed during the fermentation or distillation process of the named raw materials; and
- d) which includes mixtures solely of the above distillate.

* The Dominican Republic has its own rum standard

Caribbean Basin Territories with Rum Regulations

EU Registration of GI

- France (7 GIs! *)
- Guyana (Demerara)
- Guatemala
- Cuba (in progress)
- Venezuela (in progress)

Non-EU Recognized

- Jamaica (local GI)
- Costa Rica
- Panama
- Dominican Republic
- Puerto Rico

* Martinique AOC, Martinique Le Galion, Guadeloupe, French Guiana, Antilles Françaises

Common Themes or Requirements in Caribbean Rum GIs

- Local water
- Local fermentation source material
- Yeast varieties
- Fermentation requirements
- Distillation requirements
- Organic compound requirements
- Minimum wood aging
- Local Aging
- Finishing additives allowed (other than caramel)
- Local bottling

Criteria Example: Connecting Production to a Geographic Zone*

Martinique (AOC)

- Sugarcane growing
- Harvesting
- Processing
- Distillation
- Resting in vats
- Aging
- Bottling

Jamaica

- Local water source
- Fermentation
- Distillation
- Aging

Dominican Republic

- Local sugarcane
- Fermentation
- Distillation
- Aging

* This criteria example is nearly universal.

Criteria Example: Organic Compound Parameters*

CUBAN DOP

- Ethanol, expressed as percentage by volume at 20 ° C.
 - Min: 37.5%
 - Max: 41.0%
- Total acidity, expressed in grams of acetic acid Per 100 L of a.a
 - Min: 2
 - Max: 100
- Aldehydes, expressed in grams of acetaldehyde Per 100 L of a.a.
 - Min: 0
 - Max: 30
- Esters, expressed as grams of Ethyl per 100 L of a.a.
 - Min: 1
 - Max: 90
- Higher alcohols, expressed in grams of higher alcohols Per 100 L of a.a
 - Min: 8
 - Max: 400
- Methanol, expressed as grams of methanol per 100 L of a.a.
 - Min: 0
 - Max: 10
- Color, expressed in density units optics. Done by means of sample pattern.
 - Min: 0
 - Max: 1.3

DEMERARA GI

Chemical Requirements

Alcoholic strength is not less than 40 % by volume.

The total sum of congener levels (including acetaldehyde, ethyl acetate, higher alcohols) expressed in grams per hectolitre of anhydrous ethyl alcohol:

LIGHT-BODIED DEMERARA RUM	MEDIUM-BODIED DEMERARA RUM	HEAVY-BODIED DEMERARA RUM
Less than 30,0 g/HL (and less than 10,0 g/HL esters)	Greater than 30,0 g/HL but less than 300,0 g/HL (and more than 10,0 g/HL but less than 50,0 g/HL esters)	More than 300,0 g/HL (and more than 50,0 g/HL esters)

Total acidity, expressed in grams of acetic acid per hectolitre of anhydrous ethyl alcohol:

LIGHT-BODIED DEMERARA RUM	MEDIUM- OR HEAVY-BODIED DEMERARA RUM
Less than 20,0 g/HL	Greater than 20,0 g/HL and less than 200,0 g/HL

* This criteria example is nearly universal.

Comparing GIs: Key Takeaways

- Many GIs have multiple “grades,” typically based on duration of aging
- French GIs are generally the most detailed and prescriptive
- Spanish heritage territories emphasis aging requirements
- Territories with strong sugarcane industries tend to require using local sources
- Certain criteria, e.g., the allowance of additives are left unspecified, leading to differences in interpretation
- Some national GIs are defined by a single producer (Guyana, Cuba, Guatemala, French Guiana, Martinique Le Galion)

Comparing the Martinique AOC to Pisco, Tequila & Single Malt Scotch Whisky

Spirit	EU Recognized	Local Source Material	Fermentation Requirements	Distillation Requirements	Organic Compound Requirements	Local Aging Requirements	Local Bottling Requirements
AOC	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Tequila	Yes	Yes	No	Yes	Yes	Yes	Yes
Pisco	Yes	Yes	No	Yes	Yes	N/A	Yes
Single Malt Scotch Whisky	Yes	No	No	Yes	No	Yes	Yes

Authentic Caribbean Rum (ACR) Marque



- Products meeting criteria may use marque on labels and in product marketing
 - Based on the CARICOM rum standard
- Created as part of the Caribbean Rum Sector Programme and managed by WIRSPA
- Tiers
 - Base: Must be produced from sugar cane juice or molasses within the ACP Caribbean region
 - Matured: At least 1 year of aging
 - Deluxe: At least 5 years of aging

The United States and Geographic Indications

- U.S. uses “Standard of Identity”* rather than Geographic Indications
 - *Examples:* Bourbon whiskey, rye whiskey, Scotch whisky, cognac, tequila, rum

(f) Class 6; rum. “Rum” is an alcoholic distillate from the fermented juice of sugar cane, sugar cane syrup, sugar cane molasses, or other sugar cane by-products, produced at less than 190° proof in such manner that the distillate possesses the taste, aroma, and characteristics generally attributed to rum, and bottled at not less than 80° proof; and also includes mixtures solely of such distillates.

- Recognizing a national GI via a Standard of Identity (Template):
 - <SPIRIT NAME> is manufactured in <COUNTRY> in accordance with the laws and regulations of <COUNTRY> governing the manufacture of <SPIRIT NAME> for consumption in that country.
- Cachaça is the only cane spirit (besides “rum”) with a Standard of Identity
 - Thus, no EU-recognized rum GIs are protected in the U.S.

Questions?

