



Washington State Liquor Control Board

Rum



5 Things You Need To Know

Origin

Simply put, Rum is made by fermenting sugar from cane and water. Its origins and mystique reach back to the Caribbean Sea in the 1600's where the perfect climate for growing sugar cane exists. The sugar cane is fermented from cane juice, concentrated cane juice or molasses. Molasses is the sweet, sticky by-product that remains after sugar cane juice is boiled and the crystallized sugar is extracted. Most Rum is made from molasses. Molasses is over 50% sugar, but it also contains significant amounts of minerals and other trace elements which can contribute to the final taste, color and quality. Cane that was planted in the Caribbean regions, Puerto Rico, Jamaica, Haiti and others, hundreds of years ago still supplies the distillers with the raw material to make Rum.

What does it taste like?

Rum types include silver, golden and dark. Silver is the most neutral and light-bodied, somewhat similar to Vodka. They lend themselves to mixing very well, especially with fruit juices. Golden Rums are sometimes called amber and are usually aged briefly in oak casks (sometimes with caramel color added) and can be enjoyed alone or “neat” or with any number of mixes including cola and fruit juices. Dark Rums (which are truly dark in color) are traditionally full-bodied, rich, caramel-dominated Rums. The best are produced mostly from pot stills and frequently aged in oak casks for extended periods. The richest of these Rums are consumed straight up or on the rocks or sipped in snifters like fine cognacs. Anejo or Age-Dated Rums are from different vintages or batches that are mixed together to insure a continuity of flavor in brands of Rum from year to year. They are rich and inviting with distinct characteristics and pronounced flavor.

Flavored Rums are infused with different types of spice or flavors and take on that flavor’s components. Spiced Rums are a huge segment of the category due to their refreshing flavor and mixability.

Rum in WSLCB Stores: By the numbers

- There are currently 71 total brands of Rum in the 750 ml size available in WSLCB stores.
- Flavored Rum, including spiced Rum, is available in 33 brands.
- In 1979, by comparison, there were 28 consumer choices (no flavors).
- The current price range for Rum is between \$9.95 and \$32.95 with a majority of brands (43) between \$15 and \$20.
- As a category, Rum contributes 11 percent of profits returned to the State.
- As a category, Rum is up 3 percent (unflavored) and over 10 percent for flavored.

Category Leaders

In Washington the leading brands in the premium category are:

1. Bacardi Silver
2. Myers's (Jamaican Rum)
3. Bacardi Gold

The leading brands In the flavored rum category are:

1. Captain Morgan (Spiced)
2. Malibu
3. Captain Morgan Private Selection

The leading economy brands are:

1. Monarch White
2. Potters White

Note: Signpost brands (brands that are easily identifiable to the consumer and lead the category in Washington) are Bacardi and Captain Morgan.

How it is used and what the future holds

The Rum category in Washington is a major driver in both sales and profits. The category is nearly split evenly between classic Rums and flavored. The popularity of the Mojito (a muddled cocktail with mint, lime and sugar) in many bars and restaurants has increased awareness of Rum as its main ingredient. Super premiums Rums from small producers in the Caribbean and South America (even Hawaii) are being sought by the savvy consumer. Some classic cocktails made with Rum are enjoying a revival of sorts and include the Daiquiri, Pina Colada and Cuba Libre (Rum & Coke with lime). Rum is also used in the kitchen as a main ingredient in cakes, truffles and egg nog.