

Dare to be different, buy your dad an Authentic Caribbean Rum for Father's Day

Submitted by: Bray Leino
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(Competition opportunities available)

Father's Day is just around the corner (15 June). Instead of buying him yet another bottle of the drink he usually gets, why not try something a little different and treat him to a bottle of Authentic Caribbean Rum?

Caribbean rum is set to be the summer drink of 2008, with sales increasing steadily, as other spirits see theirs decline. Award-winning mixologist, Andy Pearson, from BBC's Sunday morning show 'Something for the Weekend' has tipped Caribbean Rum as a drink to watch in 2008.

When you buy your dad a bottle of delicious golden rum you'll be safe in the knowledge that it is a little piece of craftwork refined over centuries and steeped in the spirit of discovery. With a huge range of Authentic Caribbean Rums to choose from there is something to suit every palette.

Authentic Caribbean Rums are incredibly versatile and the numerous ways to enjoy them reflects the diversity of the Caribbean itself. Traditional dads will savour the taste poured over chunky ice in a heavy glass – either neat or mixed with a little water. Others might best enjoy their rum with a mixer such as ginger ale, ginger beer or cola whilst adventurous dads might like to create any number of delicious cocktails such as Mojitos or Mai Tais.

So if your dad is a sophisticate with a zest for life and a passion for adventure, treat him to a bottle (or two) of golden rum to give him a taste of the Caribbean. For more information on Authentic Caribbean Rum visit www.truerum.com

-ENDS-

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Editors notes:

* ACR brands are made in 15 Caribbean territories: Antigua and Barbuda, The Bahamas, Barbados, Belize, Dominica, Dominican Republic, Grenada, Guyana, Haiti, Jamaica, St Kitts and Nevis, St Lucia, St Vincent and the Grenadines, Suriname, Trinidad and Tobago.

ACP' stands for 'Africa, Caribbean, and Pacific'. The ACP States are the countries that are signatories of the Lomé Convention signed in 1975. This was superseded by the Cotonou Agreement in June 2000.

Brands under the WIRSPA umbrella include Angostura 1919, Appleton Estate VX Jamaica Rum, Barbancourt Réserve Spéciale Five Star Rum, Barceló Imperial, Borgoe 8 year old, Brugal Extra Viejo, Chairman's Reserve, Clarke's Old Grog, Cockspur Fine Rum, Doorly's XO, El Dorado 15 Year Old, English Harbour 5 Year Old, Macoucherie Red, Mount Gay Eclipse, Mount Gilboa, One Barrel Refined Old Rum, Rum Bar Rum, Sunset Captain Bligh Rum, Westerhall Plantation, XM Royal Gold 10 Year Old. N.B Only rums shown in Bold are currently available in the UK

The West Indies Rum and Spirits Producers' Association Inc. was founded in the late 1960s and is an association of national associations of rum producers in the Caribbean. Based in Barbados, WIRSPA was originally set up to promote and protect the interests of members involved in the distillation, export and marketing of rum.

Mojito

Ingredients:

- Dash Angostura Bitters
- Half lime (Whole)
- 3-4 sprigs of mint
- 50ml soda water
- 16ml sugar syrup
- 50ml ACR golden rum

Method:

Gently crush mint in a 14oz 'Collins' glass

Squeeze in lime and add spent lime shell

Fill with crushed or broken ice

Shake and strain ingredients - excluding soda water - into glass

Add soda water and mix gently

Serve with straws

Mai Tai

Ingredients:

- 8ml almond syrup
- 25ml ACR dark or golden rum
- Juice of 1 lime (keep the shell...)
- 6ml Grenadine
- 8ml sugar syrup
- 16ml Triple Sec

Method:

Shake ingredients with a glass of crushed ice

Pour into a 14oz 'Collins' glass

Add 1/2 of the spent lime shell
Serve with straws