



Statement from Demerara Distillers Limited on Demerara Rum GI

The Demerara Rum Single Document for Geographical Indication (GI) purposes was published by the European Union on April 8th, 2021 for a three month period with no objections.

Recent social media posts regarding the Demerara Rum and Jamaican Rum Geographical Indications have come to our attention. It is important to point out that some misleading information is being presented as fact, so we are compelled to correct the record.

The Demerara Rum GI published by the European Union provides for five tiers of rum in section 10:

- Demerara Rum
- Old Demerara Rum
- Cask Aged Demerara Rum
- Special Reserve Demerara Rum
- Grand Special Reserve Demerara Rum

Of these, the first two do not require ageing in the geographic region to use the Demerara Rum designation.

The GI technical file sets out two categories, that is Demerara Rum and Old Demerara Rum, as unaged, or aged for a minimum of two years, respectively. These categories allow authorized brands to use the protected Demerara Rum designation for rums produced within the geographic area that are either fresh, or aged within or outside of the geographic area. These categories do not require ageing to occur within the geographical region of Demerara.

The last three tiers of the GI require ageing to occur in the designated geographical region.

Section 5 of the geographical indication makes this clear:

The requirement for Cask Aged Demerara Rums, Special Reserve Demerara Rums and Grand Special Reserve Demerara Rums to not only be fermented, distilled and aged in Demerara, but to also be blended and bottled there, is to safeguard the reputational and historical integrity of the premium and super-premium value, which can only result from the local knowledge and techniques of the production process.

There is a long history of Demerara rums being aged in Europe which continues today. Several well-known rum brands sell Demerara rum purchased from us and aged in Europe.