



MOUNT GAY RUM
BARBADOS

Adventure

tastes

better

when

shared

MOUNT GAY RUM

Brand Presentation UK

Jan 08

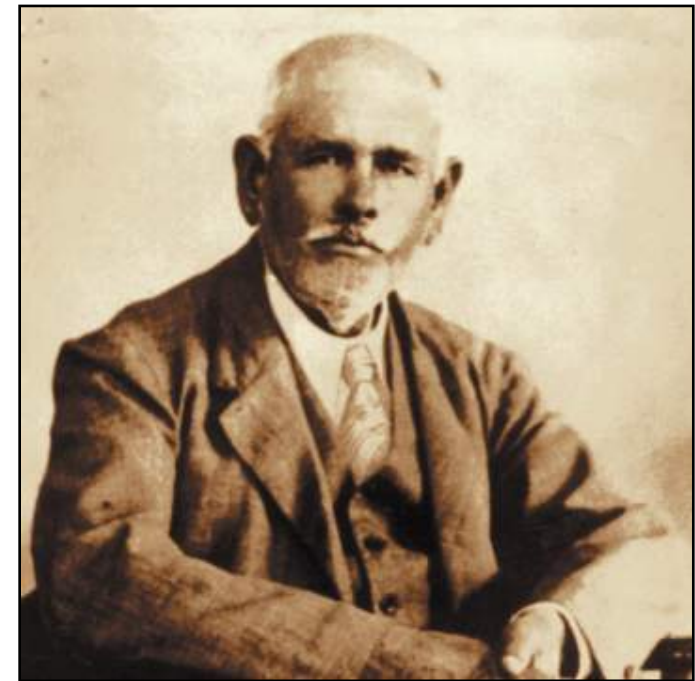




Mount Gay Rum's ID

Mount Gay Rum is :

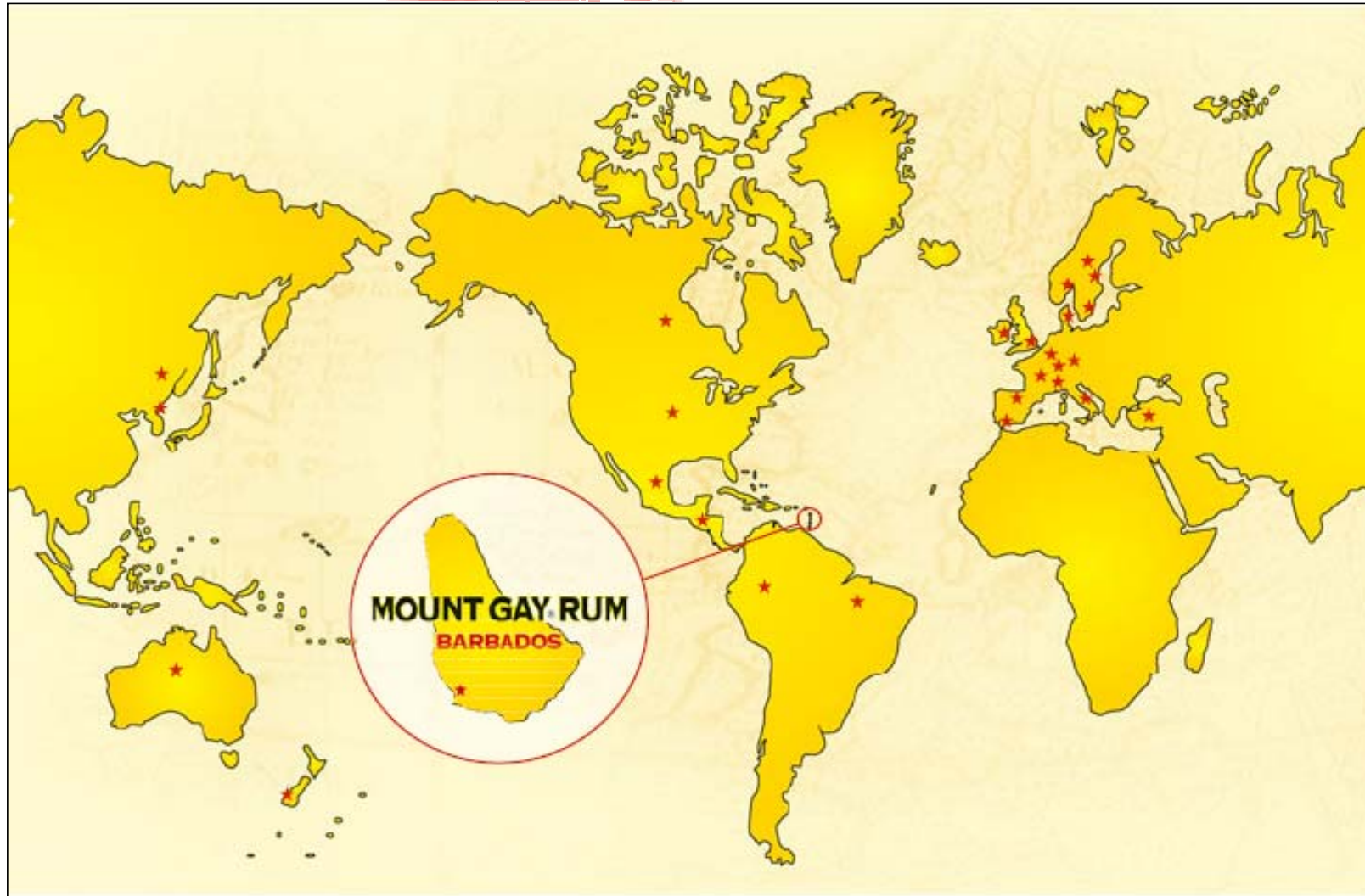
- The oldest Rum in the world (1703).
- The leading Rum in Barbados, the birthplace of Rum.
- One of the most awarded Rums in the world, recongnized for its superior quality (cf. appendix).
- The Rum for sailing.
- A Rémy-Cointreau Group brand, since 1989.
- James Bond's Rum (Casino Royale).



Aubrey Ward (the founder)

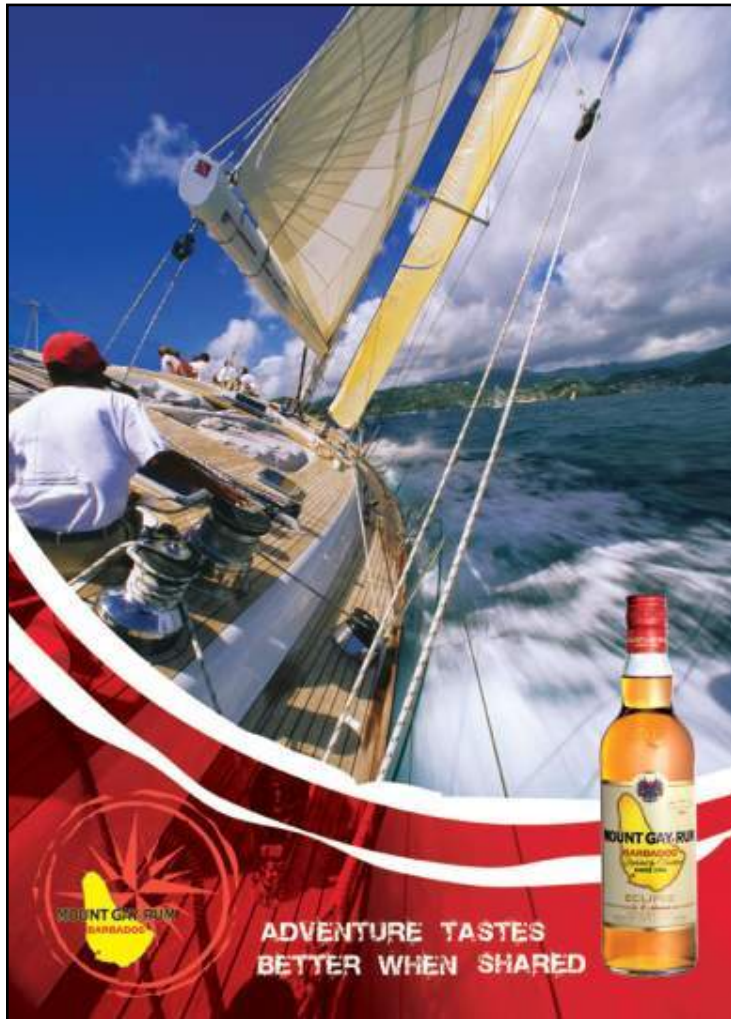
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Barbados





The rum of the sailing community





Mount Gay, partner of the Classic Yachts Challenge Panerai



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Mount Gay Rum's current range



Extra Old



Eclipse



A strategic drink : the Golden Mojito





UK datas

UK Rum market (HO)

	1997	2002	2003	2004	2005	2006	CAGR 97-06	CAGR 02-06
Total UK Super Premium Market	-	2	2	2	6	7	N/A	44%
Total UK Market*	2 152	2 238	2 350	2 400	2 390	2 363	1%	1%

In K std cs

Sources : IWSR 2007



UK activities : Rumfest 07

RUMFEST attracted over 2,500 visitors spread across 2 days (75% consumer/25% trade).

Opportunity to increase the profile of Mount Gay Rum within the UK rum world and a chance to communicate to key consumers and trade.

Mount Gay Rum Shack had a prime location at the event offering sampling and brand insight from Chester Browne.

Mount Gay sponsored the RUM RUN in associations with Cottons.

Chester Browne, Wayne Collins and Andy Gemmell successfully held two workshops over the weekend.

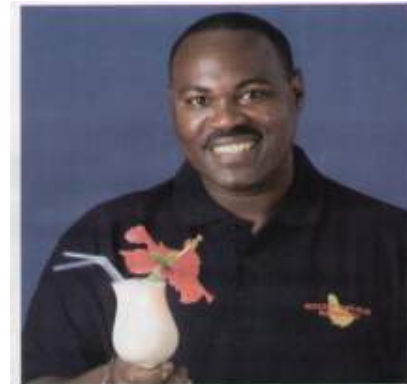
Tri centennial consumer competition attracted over 400 entrants.





UK activities : Chester Browne (Brand Ambassador) On trade training

- Three training sessions organised for Chester's visit- Edinburgh, Manchester and London (15-20 at each)
- Opportunity to increase the profile of Mount Gay Rum within the on trade and speak directly to bartenders.
- Chester ran bespoke sessions covering full history of Mount Gay as well as insights into Barbados. Areas covered included tasting of Eclipse, Extra Old and Tri centennial followed by open discussions and questions with Chester.
- On trade visits- Chester was taken to a number of Key Mount Gay accounts across the UK. This provided fantastic support to our sales teams who were able to introduce Chester to key supporters of the brand.



Chester Browne, Mount Gay rum's international brand champion, was in Edinburgh last week to deliver bartender training.

Chester brings some warmth to the capital

THE man behind one of Barbados's most famous rum punches was in Edinburgh last week to talk rum with Scottish bartenders.

Chesterfield Browne, Mount Gay rum's international brand champion, was at Bramble in Queen Street to deliver bartender training.

And Chester – said to be the only bartender to receive the Bartender of the Year Award from the Barbados minister of tourism two years running – recommended a Christmas cocktail to keep the cold Scottish weather at bay.

"I would warm some apple juice, add some Mount Gay Eclipse, two cloves, some grated nutmeg and a stick of cinnamon," Chester told SLTN.

"Also mixing Mount Gay Extra Old with a rum cream liqueur and grating nutmeg over the top is delicious – and garnish it with a stick of cinnamon."

Chester, who travels the world promoting Mount Gay, said he prefers not to drink rum with cola, claiming it's too sweet. Instead, he recommends the Swampwater.

"Mix the rum with half cola and half water and lime – not lemon!" he said.

"It will actually help bartenders sell more drinks because it will keep the customers hydrated."

Chester's Barbados rum punch is a mix of rum, Barbados water, lime, Angostura and some "secret" herbs.



UK activities : Mount Gay Extra Old sampling @ Harrods

Objective

Increase the profile and awareness of Mount Gay Extra Old in partnership with luxury accounts in the UK

Accounts

Harrods and Harvey Nichols will both host Mount Gay Extra Old sampling events in December

Timings

December will offer fantastic foot fall opportunities as well as increased purchasing ahead of the festive season

Benefits

Sampling will also offer a fantastic platform to encourage trial of Mount Gay Extra Old as we know once trialled retention is very high.





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Appendix





Key Awards



- Mount Gay was the winner of the 2007 Luxury Institute survey for Premium Rum.

A nationally representative sample of 1,200 wealthy consumers who have consumed or purchased alcoholic beverages in the past six months was surveyed online. Respondents had an average household income of \$340k and average net worth of \$2.7m.



Key Awards

Mount Gay, the most awarded rum brand in the world.

➤ International Wine & Spirits Competition (London)

4 distinctions since participation including a Silver medal (2006- Best in class) and a Gold medal (2007 - Best in class).

➤ San Francisco Spirit Challenge

7 distinctions since participation including gold and double gold medals in 2005.

➤ Monde Selection (Brussels)

11 awards over the last 10 years including a crystal trophy in 2006 on Extra Old for having won 3 grand gold medals in a row on Extra Old.

