



Media Release
Friday 20 April 2018

Ratu Spiced named 2018 Rum of the Year

Rum Co. of Fiji's Ratu Spiced 5 Year Old Rum has been named 2018 Rum of the Year at the inaugural London Spirit Competition, which took place in London on March 8-9. Ratu 8 Year Old Signature Premium Rum Liqueur also picked up a silver medal.

Both brands finished last year in similarly impressive fashion, with the super-premium Ratu 8 Year Old Signature Premium Rum Liqueur winning double gold medal at the 2017 San Francisco World Spirits Competition (SFWSC), and Ratu Spiced Rum 5 Year Old earning silver at 2017 London International Wine and Spirits competition.

Said Rum Co of Fiji's Senior Brand Manager, Blake Vanderfield Kramer, "We are extremely proud to be named rum of the year, it is an amazing accolade that gives recognition to our entire team in Fiji and in Australia who have worked together to bring to life the Rum Co of Fiji portfolio.

"Over the past five years, the team have been developing the brand and refining the rum we have on oak at our Lautoka distillery, Fiji, selecting different barrels from different locations in the distillery, combining different ratios of our pot and column distillates and finding unique ways to macerate and spice our rums.

"This award is a recognition to the excellent work our Rum Development Manager Liam Costello and the Rum Co of Fiji distillery team have done over the year shaping this amazing liquid. There are exciting times ahead for Rum Co of Fiji trademark with the brands gaining great traction within the Australian market and acute interest from international markets, which we plan to launch into in the not so distant future."

Last month's event was the first-ever London Spirits Competition. Contested by prestigious spirits from around the world, entrants were judged on the basis of three primary criteria – quality, value, and packaging – and scored on a 100-point scale.

In total, 20 brands were awarded gold medals for topping 90+ points, with silver medals handed out to those scoring between 76 to 89 points. The top scoring spirit, The Irishman Single Malt from Walsh Whiskey Distillery, was named the Spirit of the Year.

According to the London Spirits Competition organiser Beverage Trade Network, which runs alcohol beverage industry events all over the world, the new competition aims to judge spirits the way consumers judge them. Unlike other spirits competitions, where technical expertise sometimes receives primary consideration at the expense of drinkability, Beverage Trade Network uses three criteria to evaluate the overall drinkability of each spirit, ranked

spirits not just by how they taste, but also their overall presentation and appearance in the bottle.

Both the Ratu Signature Rum Liqueur 8 Year Old and Ratu Spiced Rum 5 Year Old are available nationwide in Australia, following their recent launch in Dan Murphy's. Both products have a shelf price of \$61.99 and are being supported by an in store tasting program to drive trial. Full details can be found on the [Dan Murphy's website](#). The full Ratu range (which also includes the 2017 SFWS gold medal-winning Ratu Dark Rum 5 Year Old) is also available at First Choice and leading independents stores across the country.

Since opening in 1980, Rum Co of Fiji premium rums have now won over 100 international awards, including 52 in the past six years, in numerous competitions including the International Spirits Awards, International Taste & Quality Institute Competition, and Wine & Spirits Wholesalers Competition.

Rum Co of Fiji is owned by Fiji's leading beverages manufacturer Paradise Beverages, which is part of the Amatil Group. For more information on Rum Co of Fiji Ratu and Bati ranges, go to rumcooffiji.com or follow @Rumcooffiji on Instagram or Facebook.

Ends

About Paradise Beverages (Fiji) Ltd

Among the Pacific region's largest employers, Paradise Beverages employs around 750 staff in Fiji and Samoa across four sites, including its Fiji Brewery in Suva. A leading local manufacturer, its range includes Fiji Bitter, Fiji Gold (Fiji's number one selling beer), Vonu Pure Lager and Fiji Premium, as well as a range of Ready to Drink (RTD) products including Bounty Rum and Cola, Tribe range and the latest product Joske's Brew.

Paradise also has the Rum Co of Fiji distillery in Lautoka that makes Fiji's much-loved Bounty, as well as the global award-winning Bati and Ratu premium rum ranges, along with a full range of spirits including whiskey, gin and Katia Triple Distilled Vodka. Purchased by Coca-Cola Amatil in 2012, Paradise Beverages also owns Samoa Breweries Ltd and imports Vailima Beer.

For further information on Paradise Beverages (Fiji) Ltd, please contact Nicki Drinkwater on +61 (0) 451 944 434 or media@paradisebeverages.com.fj

Ends