



Media Release
Thursday, 5 June 2019

Rum Co. of Fiji wins gold and silver at prestigious awards

International award-winning Rum Co. of Fiji has been recognised at the prestigious Rum & Cachaça Masters Awards, Asia 2019, for its premium rums and liqueurs – winning seven gold and silver awards.

Our Ratu Dark 5 Year Old Rum and Ratu Signature 8 Year Old Rum Liqueur both won gold medals, while Bati White 2 Year Old Rum, Bati Spiced 2 Year Old Rum and Bati Dark 2 Year Old Rum won silver medals, along with Ratu White 10 Year Old Rum and Ratu Spiced 5 Year Old Rum.

Since launching in 1980, Rum Co. of Fiji has won over 100 international awards for a multitude of brands across numerous competitions, including Ratu Spiced 5 year old Rum being named Rum of The Year at the 2018 London International Wine and Spirits competition, as well as Bati Dark 2 Year Old Rum winning Double Gold at the 2019 San Francisco World Spirits Competition.

In addition to Fiji and Australia, the rums were recently launched in the United States with further expansion planned for the Asia-Pacific market.

Heath Baker, International Sales Manager, said "It is exceptional to continue to receive awards for the Rum Co. of Fiji portfolio on the international stage. This will certainly add to our already strong credibility as we seek to drive and build these amazing brands into the Asian marketplace."

Liam Costello, Master Distiller & Blender, Rum Co. of Fiji, "We believe our rums are well made and of the highest quality, and so it is very satisfying to see reviews and awards from experienced palates from around the world that give this endorsement and do so in a Blind Independent Tasting environment. This wonderful recognition for all our people involved in the making of these rums."

Blake Vanderfield-Kramer, Senior Brand Manager, Rum Co. of Fiji, "We at Rum Co. of Fiji like to say; people may think that rum isn't for them, but we believe within the Rum Co. of Fiji portfolio we have a rum for everyone! Our range is versatile in age, production techniques and styles. However, the one consistency is the shape of flavour across all of our rums."

"We believe that the range will appeal to today's ambitious, adventurous, energetic drinkers who enjoy exploration and embrace quality. Our mission is to help consumers uncover this award-winning range of rums around the globe, while showcasing Fiji's heritage, craftsmanship and quality."

ABOUT Rum Co. of Fiji

Rum Co. of Fiji is built on an ethos of authenticity, craftsmanship and hard work and the draws its inspiration – and their identities - from their Fijian heritage and culture. Ratu, Fijian for Chief who presided over the community and led the country's fearsome warriors, who were known as Bati.

Our rum's are made in Fiji using hand-cut sugar cane harvested from rich volcanic soil, the rums are distilled using a combination of column and pot distillation methods, filtered through coconut shell charcoal to capture the pure taste of Fiji, then matured in specially selected oak barrels in time-honoured tradition. Every bottle is patiently hand labelled by the distillery's small and dedicated local workforce.

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 and the Ratu and Bati ranges, go to www.rumcooffiji.com.

About Paradise Beverages

A leading local manufacturer and among the Pacific region's largest local employers, Paradise Beverages employs around 550 staff in Fiji and Samoa. Purchased by Coca Cola Amatil in 2012, Paradise Beverages' beer range includes Fiji Bitter, Fiji Gold, Vonu Pure Lager, Fiji Premium and Vailima Lager. It also specialises in Ready to Drink beverages including the Tribe range, Bounty and Cola, and Joske's Brew. It is renowned world-wide for its multi award-winning Bounty, Ratu and Bati rum ranges, all from RUM Co. of Fiji. Further information on Paradise Beverages is available at www.paradisebeverages.com.fj.