



The Mauritian Rum Industry saw the visit of renowned professionals from the UK, Hong Kong, Germany, Hungary, Poland and Denmark among others during the **2nd Edition of the Mauritius Rum Festival**, organised by the Indigo Group with the support of the Rum Producers Association of Mauritius (RPAM) from 7th to 8th September 2017. Enterprise Mauritius, in its endeavor to promote locally manufactured rums, invited a few European buyers to discover the premium quality of Mauritian rums. In this edition of the Rum Festival, the programme started with a rum tour called 'Route du Rhum' followed by Masterclasses by Rum Professionals to culminate in two days rum exhibition, tasting and B2B meetings. It has been a real opportunity for Mauritius to have in our midst the **Global Rum Ambassador**, Ian Burrell who conducted a Masterclass under the theme '*The Rum Heritage*' with Mauritian bar tenders.

The group tour to the six distilleries across the island paved the way for our visitors to discover the '***Terroir du Rhum mauricien***' while deepening their knowledge on the rum categories produced in Mauritius knotted with the processes involved. Strong business links were established with rum producers for eventual distribution in their respective market(s). It is a fact that Mauritian rum is gaining worldwide popularity for its authenticity and premium quality. Significant interest was gathered from the rum professionals who would like to add Mauritian rums to their product portfolio.

The general feelings of buyers were very optimistic given that some have nearly agreed to order small consignments while others are still at negotiation stage. It was also brought to the attention of the



producers that the type of rum produced should absolutely be geared towards the targeted market and audience especially with the rising trend of emerging young as well as female consumers.

Mr. Burrell asserted his appreciative notes in the dynamic evolution of the Mauritian rum industry as witnessed since his first visit to Mauritius in 2008. He was overwhelmed by the variety, value addition and premium quality products manufactured in the country. In the light of the broad panoply of products (white, gold, flavoured, spicy and aged rums) produced, Mr. Burrell urged us to create the Geographical Indication (GI) in view of establishing the authenticity of Mauritian rums and setting a standard to define the product. In so doing, the image of Mauritius as a rum producer will be safeguarded and acclaim eventual protection to *'Made in Mauritius'* products.

It is to note that Ian Burrell inaugurated the first Rum Festival led by Enterprise Mauritius in 2013. This event got world-wide publicity and subsequently created a buzz in the international rum industry. As a rum Guru, Mr. Burrell conducts masterclasses in several countries and subsequently the recent update to his knowledge on Mauritian rums will surely enable him to pursue word of the mouth marketing for Mauritius.

Enterprise Mauritius has been supportive to the Mauritian rum industry since 2009 following which prosperous growth in exports of rums has been registered. Mauritian rums are known for its premium quality and received several international awards in competitions. Nonetheless, a long-term marketing-cum-communication strategy is deemed mandatory at Enterprise Mauritius's level to maintain a perennial presence and visibility in the international scene be it traditional as well as new & emerging markets.

