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Rums of Puerto Rico: The Rum Standard

Along with members of Puerto Rican distilleries and other representatives of the rum industry on the island, the Secretary of the Department of Economic Development and Commerce, Manuel A. Laboy Rivera, and the Executive Director of Rums of Puerto Rico, Alexandra Salgado Colón, initiated "The Rum Standard" marketing campaign this past week at the Casita de Ronés de Puerto Rico in Old San Juan.



"We are confident that with this campaign, the production, sale and export of Puerto Rican rums will continue to grow," said Rivera. "With this promotional effort, we aim to increase the number of people in the world who know and love Puerto Rican rum. We will present it at events where we participate, in and out of Puerto Rico, and through the various networks of the Government of Puerto Rico that promote the island internationally. The commitment of our administration and Governor Ricardo Rosselló Nevaes is to continue supporting this industry, because it is a high quality local product that has gained international recognition."

"It is an honor for me to share the final product of a team effort, carried out with pride and with the satisfaction that it will contribute to the international promotion of Puerto Rican rums and, therefore, the economic development of the island," added Colón.

The rum industry generates more than \$300 million annually to the local economy and represents 700 direct jobs in rum distilleries.

"We are convinced that the Puerto Rican rum industry can increase its contribution to the development of our economy," Rivera said. "We will continue to support it, because it is a local product of great quality that has gained international recognition. It has enormous possibilities of growth. And we will continue working to make it so. This promotional campaign is part of that effort. And, the best thing is that the protagonists are the hard-working hands that for decades have taken this industry to the place it now occupies."

The campaign consists of seven videos, five minutes each, that summarize the history and the process of making each rum produced on Puerto Rico, plus a one-minute video that summarizes what the Rums of Puerto Rico brand is all about. "The videos highlight that the rums of Puerto Rico are the

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Scotch Whisky Exports Show Growth in First Half of 2018

Scotch Whisky exports increased in the first half of 2018 to £1.97 billion, a 10.8% rise in the value of exports against the same period last year.

The analysis of official HMRC figures published by the Scotch Whisky Association (SWA) also shows the volume of exports increased by 5.6% to almost 558 million bottles.

Single Malts continue to grow in popularity, with exports up 14.4% to £550 million in the first six months of the year. Single Malts now make up 28% of the value of all Scotch shipped overseas. Exports of Blended Scotch Whisky grew too, rising 8.9% to an export valuation of £1.26 billion.

Scotch Whisky, which has been exported all over the world for 150 years, is now being shipped to major emerging markets at a faster rate than ever before. Exports to China in the first six months of 2018 were up 34.8%, to £36.3 million, with India increasing by 44.4% to over £56 million. The U.S. remains the largest export market by value at over £400 million, with France largest by volume at almost 90 million bottles.

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NABCA Control State Results – September

During September 2018 nine-liter spirits case sales in the Control States grew -2.3% over same period sales last year.

September's Control State spirits growth was lackluster despite a weak comp. However, in several ways the calendar effected September's growth rate. First, West Virginia's Holiday Trade Show sales are normally booked during September, the month during which the Trade Show occurs. The timing of this year's Trade Show required its sales to be reported during October rather than during September, artificially and profoundly depressing the state's September growth rate. Second, this year's September had five Sundays versus four last year. The retail outlets selling alcoholic beverages in six Control States (Alabama, Mississippi, Montana, North Carolina, Utah and West Virginia) are closed on Sunday. These states collectively had six fewer selling days this September compared to last year. Third, and perhaps most significantly, a Friday

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