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Gosling's

**A Legacy of Stubbornness
for Seven Generations**





Message in a Bottle

If this bottle could talk, it would tell a nearly 200 year old tale of how one of the best rums in the world ended up being produced on the island of Bermuda instead of America. It would also tell you a little about its family's history and why for seven generations the men of the Gosling family have stubbornly protected the quality rum that resides in this bottle by limiting its production. Now part of a major U.S. push to expand its awareness and distribution, this bottle of imported Gosling's Bermuda Black Seal Rum is so busy telling its tale of heritage and quality, it brought the owner along.

By John Coleman

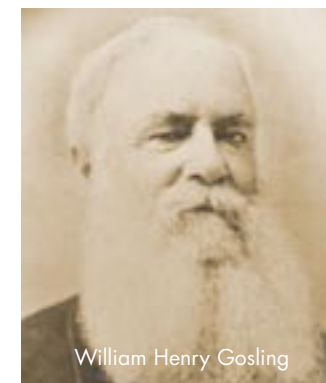
stub-born (stüb'ərn) adj. **1.** Often perversely unyielding; bullheaded. **2.** Characterized by perseverance; persistent. Not typically a word you would use to describe the company philosophy of a spirits producer. But for over seven generations the Gosling family has defied the urge to succumb to quantity over quality for one simple reason—bullheadedness runs in the family.

This unyielding desire to produce one of the best rums in the world did, however, have consequences. While Gosling's rums have been the recipient of numerous awards, and are now quite well known among rum connoisseurs around the world, the company's steadfast approach of restricting quantities so as not to compromise quality, has left it relatively unknown by spirits consumers in the U.S. And while nearly 200 years of stubbornness can be a hard habit to break, Malcolm Gosling, the company's owner representing the seventh generation of the Bermuda-based Gosling's Rum family business, is softening up—a little. *Continued...*

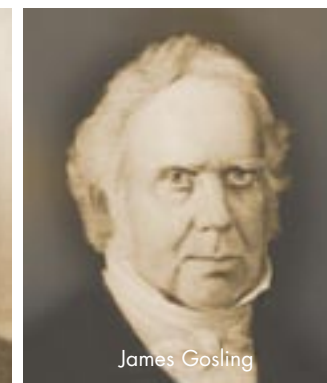


Malcolm Gosling

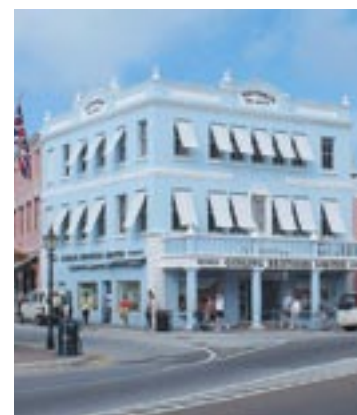
Fans of Gosling's Rum have William Gosling to thank for sending his son James to America in 1806 to set up a family distilling business. Due to lack of wind on the voyage from England, James was diverted to Bermuda where he established the company that still produces Gosling Rum today.



William Henry Gosling



James Gosling



Gosling's Brothers Ltd. located in the city of Hamilton, Bermuda's capital.

Having now been available in the U.S. for a quarter century, the next 25 years will undoubtedly look very different for Gosling's Rum. Effective January 1, 2005, the company embarked on a major new initiative to elevate U.S. awareness and distribution of its award-winning spirits: Gosling's Black Seal Rum, Gosling's Gold Bermuda Rum, Gosling's Family Reserve Old Rum and the trademarked Dark 'n Stormy® classic cocktail—the national drink of Bermuda.

To oversee this expansion and underscore the commitment being made to the American marketplace, Malcolm Gosling recently relocated to the U.S. to personally oversee the implementation of these new brand building initiatives.

"We have a great business opportunity in the U.S. and while our high-end specialty rums are currently available in all 50 states, our consumer awareness is not as high as it could be," said Malcolm Gosling. "Appreciation and consumption of premium rum is on the rise and we want discerning rum drinkers to be aware of the unique heritage and superb quality of our brands."

From a retail standpoint, selling brands with a history can add to the consumers perception of value. And when it comes to heritage, Gosling's reads like a novel. Dating back almost 200 years ago when England was at war with Napoleon, Englishman William Gosling, sent his son James to sea bound for Virginia in 1806 with the family's original shipment of spirits products. After falling victim to the doldrums

—a windless, becalmed sea—for over 90 days, James Gosling diverted his chartered clipper ship, *Mercury*, to the island of Bermuda. This unscheduled stop in paradise led to the creation of Gosling's Brothers Ltd., the oldest continuing commercial business in Bermuda. With the company's 200th anniversary just months away, Gosling's Rum is making light of the fact that with Malcolm Gosling's recent arrival in the U.S., he has finally completed the voyage that began in 1806—it just took seven generations to do it.

Over the years, the company's flagship brand, Black Seal Rum, has become synonymous with Bermuda and is extremely popular with visitors to the island. First developed in 1850 and named for the black wax that was once used to seal the cork, the super premium Black Seal is a well aged, extremely dark rum blended in Bermuda according to a secret family recipe. A careful blend of aged, pot and continuous still distillates, Black Seal is aged in once used, charred American oak bourbon casks all of which gives the rum big flavor tempered with a subtle elegance. As the recent recipient of a Platinum Medal from the World Spirits Championships, the competition's highest honor, the quality is obviously in the bottle.

Helping to communicate this fact to both American consumers and spirits operators is the New York-based Castle Brands Inc. As of January 1st of this year, Gosling's Brothers Ltd. entered into an innovative new agreement with Castle Brands forming the



DARK 'n STORMY®

BLACK SEAL Rum's "Signature Cocktail"

Fill highball glass with ice and add 1.5 oz of Black Seal Rum. Top with Ginger Beer. Squeeze lemon around the rim of the glass and garnish with lemon wedge.

Seven Reasons The World Is Thirsting For Our Rum.



Ambrose Gosling



William Henry Gosling



Edmund Hinson Gosling



Hon. Ambrose Gosling



Ambrose Tucker Gosling



Malcolm Lloyd Gosling



Edmund Malcolm Gosling

Ah, genetics. Besides certain physical characteristics, men of the Gosling family have also passed along strong personality traits. Most noticeably, bullheadedness.

With a world begging for more of their rare Bermuda rums, they have obstinately refused to accelerate the secret family process in the interest of mere volume.

Which is why you'll find this the most complex, refined family of rums you have ever sipped. Presuming, that is, you can find it.

Our first new product in 108 years, Gosling's Gold Rum, with our flagship Black Seal Rum (winner of the coveted Platinum Award), and our absurdly rare Old Rum.



For Seven Stubborn Generations.

We make it slowly, stubbornly. Please enjoy it slowly, responsibly. 40% Alc./Vol. (80 Proof). Product of Bermuda. Imported by Castle Brands, Manhasset, NY.



TOP: To fill the increasing demand for an easy drinking, lighter rum, Gosling's recently launched the super premium Gold Bermuda Rum, its first new product in 108 years. Suggested 750ml retail of \$17.99

ABOVE: Each bottle of the newly released Gosling's Family Reserve Old Rum is hand filled, hand labeled, sealed with a cork and dipped in wax, and then individually numbered. Each bottle is then shipped in a straw-filled wooden box all of which is reminiscent of the way rum was bottled and packaged in the early-1900's. Suggested 750ml retail of \$70.



ABOVE: Originally called "Old Rum" and first served straight from the barrel, the forerunner to today's Black Seal Rum was later packaged in champagne bottles reclaimed from the British Officer's Mess hall (England maintained a garrison on Bermuda in the early 1900's), and topped with black sealing wax. More and more being referred to as the "black seal" rum, the name was officially changed in 1950 and the rum with the barrel-juggling seal was born. Suggested 750ml retail of \$17.99.

Future generations of Gosling men continued what James Gosling's had started when he landed in Bermuda in 1806, producing one of the finest super premium spirits in world—Gosling's Black Seal Rum.



Edmund Hinson Gosling



Hon. Ambrose Gosling



Ambrose Tucker Gosling



Malcolm Lloyd Gosling

joint venture Gosling-Castle Partners Inc. where Malcolm Gosling serves as CEO. In this unique arrangement, Castle brands serves as the new exclusive importer for the brand, while leaving the marketing responsibilities to Gosling's.

"We are very excited about the future of Gosling's Rum in the U.S.," said Mr. Gosling. "I believe that the combination of our expanded marketing initiatives and Castle Brands' strong sales team with its focus on premium spirits, will substantially accelerate the growth of our brand."

Also helping to accelerate growth, the Gosling's family recently launched two products that will give retailers new sales opportunities in both the "light" and "sipping" segments of the rum category. Addressing the growing trend of consumers seeking out lighter tasting spirits, the company has responded with its recent introduction of Gosling's Gold Bermuda Rum—a well rounded, lighter tasting amber rum, and the company's first new product in 108 years. This smooth, yet robust rum with hints of citrus and nutty undertones will undoubtedly appeal to younger, trend-setting consumers who are looking for a lighter, easy to drink rum that still delivers big on taste.

While the Gosling forefathers might take exception to letting a family secret out of the bag, rum aficionados will take pleasure in the company's newest release, Gosling's Family Reserve Old Rum. Based on the family's 155 year old recipe, this ultra-premium aged rum is crafted from the same blend of ingredients used to make Gosling's Black Seal Rum. But, what makes the Old Rum truly special is the fact that it is aged in oak even longer than its sibling, producing a spirit of unusual richness and complexity. Already regarded as one of the world's finest sipping rums, Old Rum will also appeal to lovers of single malt Scotch and fine Cognac. Confirming what the Gosling family has known for seven generations, the Family Reserve Old Rum was recently awarded a Double Gold Medal at the 2005 San Francisco World Spirit Competition. It also confirms that bullheadedness in the spirits business pays off.

Supporting Gosling's new brands and expansion initiatives in California, is a new multi-media advertising and marketing campaign using the tagline, "For Seven Stubborn Generations" and the resulting historic scarcity of the products outside of Bermuda. Spearheaded by the Kelley Company, a Boston-based ad agency, Gosling-Castle Partners is spending big on the new campaign with significant sales support coming from the national sales team at Castle Brands.

"We need to reach potential drinkers through the media," said Gosling. "But, we also need to be visible at the point of purchase which is where people really make their brand decisions." Gosling's new advertising and marketing will feature both print and outdoor media, point of sale and on-premise promotions, along with an integrated



"We make all of our rums with the same care and integrity that has been my family's hallmark for 155 years. The quality of our rums is what sets us apart, and we can trace that quality back for seven stubborn generations."

—Malcolm Gosling, owner, Gosling's Brothers Ltd.

public relations campaign all of which focus on the brand's origin, uniqueness and versatility.

While much of the new Gosling's marketing makes the humorous point that its rums are hard to find, i.e., scarcity creates demand, the Gosling's distillery in Bermuda is in fact currently expanding its blending capacity to meet future growth requirements. But, while Gosling's is committed to building its distribution in California, it does take pride in knowing that you won't see a bottle of Gosling's Rum sitting on the shelf at the Interstate 5 truck scale liquor store in the San Joaquin Valley.

Another key ingredient in the expansion of Gosling's Rum in California is Southern Wine & Spirits. As one of the nation's foremost spirits wholesalers and the brand's exclusive California wholesaler, Gosling's portfolio of high-end specialty rums fits nicely into the Southern portfolio. And with the expected growth in both the super- and ultra-premium rum segment, not to mention the solid relationship that already exists between Castle Brands and Southern Wine & Spirits, Gosling's Rum should be in good hands.

The Gosling's rum line up will also fit nicely into most retailers rum offerings satisfying a wide range of rum consumers. While it's no secret there are numerous rum brands on the market, the three Gosling's presentations do stand out in the crowd, unique in the fact that each bottle is a time machine of sorts. What pours out of a bottle of Black Seal Rum today is exactly the same "small batch" rum that poured out 155 years ago—the same year California was admitted to the union as the 31st state. And for a century and a half, this attention to consistency and quality is what puts Gosling's in a league of its own.

Malcolm Gosling sums it up best in two words—heritage and authenticity. "We make all of our rums with the same care and integrity that has been my family's hallmark for 155 years. The quality of our rums is what sets us apart, and we can trace that quality back for seven stubborn generations."



ABOVE: Gosling's U.S. growth initiatives are being supported by outdoor billboards and both consumer and trade print advertising all of which focus on the brand's origin, uniqueness, versatility and historic scarcity.

The Gosling's Rum portfolio is distributed in California by Southern Wine & Spirits and is available in five presentations: Gosling's Black Seal 80°, 140°, 151°, Gosling's Gold Bermuda Rum and Gosling's Family Reserve Old Rum.

For more info visit

www.goslingsrum.com

New, Luscious And Widely Unavailable.

For nearly 200 years the Gosling family of Bermuda has been crafting what many consider the world's finest dark rums.

They now unveil an equally distinctive amber rum. Robust yet remarkably soft. In a word, luscious.

Only one small wrinkle. Unlike mass produced rums, Gosling's is blended slowly in limited quantities according to rigid family practices. Our apologies in advance if it's a bit difficult to find.

(If and when you locate some, try a GingerGale: 2 oz. of Gold Rum mixed over ice with 4 oz. of ginger ale, garnish with lime. Now wasn't that worth the effort!?)



Gosling's. For Seven Stubborn Generations.

We make it slowly, stubbornly. Please enjoy it slowly, responsibly. 40% Alc./Vol. (80 Proof). Product of Bermuda. Imported by Castle Brands, Manhasset, NY.