

Rum sizzle: Gosling's gets endorsement from top chefs

By Jeannine Klein Menzies

Two of America's top chefs are helping to cook up publicity for Gosling's Rum as the 200-year-old brand continues its marketing push in the United States.

The April issue of *Bon Appetit* features a four-colour, full-page brand advert insert headlined: "Two of the World's Most Demanding Chef's Agree On One Rare Ingredient, Colicchio and Tsai have put their names alongside the perennially hard-to-find Bermuda Black Rum".

Although Gosling's has advertised its rum brand under the creative direction of Kelley & Company & Etc. in publications including *Time*, *Newsweek* and *Esquire*, the *Bon Appetit* advertisement is the first to push the brand's culinary use.

The ad features well-known television host Ming Tsai who opened Blue Ginger with his wife Polly in 1998 and Tom Colicchio, who owns Craft, Gramercy Tavern, Craftbar, and 'Wichcraft, and Craftsteak at the MGM Grand in Las Vegas.

While both award winning chefs feature Gosling's Black Seal Rum on their drink lists and on their menus, at Blue Ginger, Mr. Tsai uses the rum to enhance East-West dishes such as Shrimp Tempura with Gosling's Black Seal Aioli. At Craft Steak, Mr. Colicchio serves up a classic, Bermuda Onion soup liberally laced with Gosling's Black



Two Of The World's Most Demanding Chefs Agree On One Rare Ingredient.

The rum is only as good as its ingredients. It's the subtle, rich black molasses from the Peninsular region of France, a pure molasses from Spanish or British Seal Rum from Bermuda, the special ingredients used in our rum, that we do not compromise on.

Tom Colicchio, Chef/Owner, Gramercy Tavern & Craft Restaurants, world-class chef and winner James Beard Best Chef (New York) Award. My first introduction to Colicchio Black Seal Rum was in a restaurant in Bermuda. I've been a fan ever since. It's a really special rum to use. Bermuda, which says that it comes with some rum.

Along with Chef/Owner Blue Ginger Restaurant, world-class chef and Emmy-winning TV host, co-owner of "Simply Ming" and "Ming Tsai".

"We came on the list then we came here. I've had to find the best rum. I've found Black Seal Rum. It's not only delicious, it's also healthy. It's got a great flavor. I've been using it with Gosling's Black Seal Rum."

Black Seal Rum is made from black molasses, a cooking ingredient, and it's not just for rum. It's also used in a variety of other dishes. It's a really special rum to use. Bermuda, which says that it comes with some rum.

For Seven Stubborn Generations.

Gosling's
ESTABLISHED 1769
200
YEARS
OF
EXCELLENCE

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Gosling's ad
chefs Ming
Tom Colicchio