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United Brands, UK distributor of Gosling's Black Seal Rum, has achieved a listing in the on-trade sector with a prominent retail chain.

The [Bay Restaurant Group](#), owner of ha ha bar & grill, is listing Gosling's Black Seal in 26 of its venues across the UK from October to strengthen its rum offering.

Gosling's Black Seal represents a first listing of the brand by the group. Gosling's classic trademarked cocktail, the Dark 'n' Stormy will also be featured on the chain's cocktail menu.

"The listing adds to our growing distribution in the on trade, we are now in over 1000 venues and the Gosling's phenomenon is gaining momentum each and every year," said Rob Preston, managing director of [United Brands](#).

Since Gosling's relaunch to the UK in 2005, the brand has been seeded into on-trade venues throughout the UK.

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