

THE SPIRIT OF BERMUDA

The Dark 'n Stormy endorsed by pirates and sailors, safe for the average landlubber. Few drinks go down as easy as Bermuda's signature cocktail. If you've ever been to Bermuda you've had a "Dark 'n Stormy" Bermuda's National drink.

DARK 'N STORMY

1. Fill a tall glass three quarters of the way with ice.
2. Add two ounces of Gosling's Black Seal Rum & eight ounces of ginger beer (which is not the same as ginger ale).
3. Squeeze in the juice of one lime wedge, drop in the lime & stir.

It's the rare libation that anybody can swill all day without incident. You'll just feel hazy and warm and properly sunned (after all you are in Bermuda). Maybe it's science; something chemical in the mix that turns your average teetotaler into Ernest Hemingway by way of Jerry Garcia. It could be the mellow vibe of the dark rum (always Gosling's Black Seal), or the playful and spicy effervescence of the ginger beer (Barritts, Stewert's, or Regatta brands work well), or that citrus kick from the hint of lime. Perhaps it's the way the elements blend together with such simple brilliance that you can't help feeling, with every emptied vessel that you're floating on calm seas.



The history of Black Seal Rum (registered trade mark logo here) and the Gosling family began long ago. In the spring of 1806 James Gosling, the oldest son of William Gosling, wine and spirits merchant, set out from England on the ship Mercury, with a cargo of merchandise, bound for America.

After ninety-one days on a becalmed sea their charter ran out, and they put in at the nearest port, St. George's Bermuda. Rather than pressing on for America, James opened a shop on the King's Parade, St. George's in December 1806. In 1824 the Goslings opened a new shop on Front street in the new Capitol of Hamilton and has maintained a store at this location for 127 years.

In 1857 the firm was renamed Gosling Brothers and three years later the first oak barrels of rum distillate arrived in Bermuda. Three years later, after much trial and error, the distinctive Bermuda black rum destined to be Black Seal was formulated and offered for sale. They didn't call it Black Seal at first. In fact, up until the First World War it was only sold from the barrel, and most folks brought in their own bottles for a "fill up".

BERMUDA RUM SWIZZLE RECIPE

- 8 oz Gosling's® Black Seal rum
- 6 dashes Angostura® bitters
- Juice of 2 lemons
- Crushed ice
- 5 oz pineapple juice
- 5 oz orange juice
- 2 oz grenadine syrup

Stir or shake vigorously until a frothing head appears. Strain into sour glasses. Garnish with a slice of orange or a Maraschino Cherry.



Eventually the black rum was sold in Champagne bottles, reclaimed from the British Officer's Mess, and the corks sealed with black sealing wax.

Pretty soon people began to ask for the "Black Seal". Many years later the idea of the little, barrel juggling "Black Seal" was born.

Over the years Black Seal has become synonymous with Bermuda. It is the essential additive to Bermuda fish chowder, adds the island touch to Bermuda Rum Swizzle, and is the tempest in Bermuda's favorite cocktail – the Dark 'n Stormy®.

A family business for nearly 200 years Gosling's is today the only company that blends and bottles in Bermuda, and is the largest exporter of a Bermuda made product.



Dark 'n Stormy®

Bermuda Rum Swizzle



Now that our history lesson is over, I will tell you I had the opportunity and pleasure of visiting the Gosling's Rum distillery in Hamilton, Bermuda and meet with Andrew Holmes, Brand Director (Bermuda) for Gosling Rum. Andrews primary duties include mixology, local on-premise training, local event management and working with the Canadian market. We visited the Gold Bermuda Rum bottling while I was there and then my favorite part to the boardroom for a tasting and a visit with Charles Gosling Vice-President Managing Director of Gosling's Limited which is responsible for wine and spirit retail and distribution in Bermuda.

We tasted Black Seal and Gold both neat, with ice and with ginger beer and their Family Reserve Old Rum which is best experienced in a brandy snifter. Old rum is built to savor as it is poured. The nose is warm and spicy with hints of plum. On the tongue, it's sweet and heavy like many fine rums, with a taste of oak and aged fruit, distinctly refined. A definite must for any aficionado's collection.

Bermudians consider the Gosling's Family Reserve Old Rum the world's ultimate sipping rum, they hand-seal and hand-package it in piddling quantities with pride. It is bottled in a frosted champagne glass of an extremely dark green. It's cork is sealed in black wax which includes individual bottle/batch numbers and presented in an open-faced wooden box.

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

Malcolm Gosling is President of Gosling's Export (Bermuda) Limited and was traveling at the time of my visit. Malcolm is the man who is responsible for the export of Gosling's Black Seal and Gold to North America. You can reach him through the Gosling web site.



www.goslingsrum.com