

## Black Seal of approval



### Gosling's Locations

Hamilton: corner of Front and Queen Streets.

Phone: 295-1123

Somerset: corner of Main and Cambridge Roads.

Phone: 298-7338

St. George's: corner of York and Queen Streets.

Phone: 298-7339

email: gbl@goslingsrum.com

www.goslingsrum.com



Gosling's Rum is a Bermuda tradition that goes back seven generations. In 1806 James Gosling's ship, brimming with spirits and bound for America from London, was becalmed off Bermuda. Wisely, James put ashore and never left. The family imported rums from the Caribbean, eventually settling on a smooth, dark blend of three-year-old rums that has remained a closely-guarded family secret to this day.

For more than 50 years the rum was sold only by draught, with local patrons bringing in their own bottles to be filled. The rum continued to be sold exclusively out of the barrel until the First World War, when the company began filling champagne bottles reclaimed from the British Officers' mess. The corks were secured in place with the use of black sealing wax, prompting people to refer to the brand as "Black Seal". The famous barrel-juggling black seal mascot on its labels came later.

Today, unlike most spirits, Bermuda Black Seal Rum includes products of both pot stills, as used to make fine Cognacs, and the continuous stills used for making grappa. One imparts flavor, while the other yields a subtle elegance and together they work wonders.

# island COCKTAILS

Rum is our national drink and Gosling's famous Black Seal, blended only here on the Island, is Bermuda's best-kept secret. It mixes well with any occasion or party, so try some of these Island favorite cocktails:

Black Seal has become synonymous with Bermuda. It's the national drink – especially when mixed with ginger beer for a Dark'n'stormy – the oldest business on the island and the most widely exported Bermuda product. Still, unlike mass marketed spirits, Black Seal remains a special product only available in the US and UK at select outlets.

In addition to Black Seal, Gosling's range of fine rums includes Gold and Old Rum.

Like its name suggests, Gosling's Gold has a rich, golden amber color but with a distinctive nose of vanilla, apricot, mango and a slightly smoked oak character. The taste is smooth but robust with hints of citrus, tropical flavors and nutty undertones. This versatile rum goes great on the rocks, with ginger ale or any rum recipe.

Gosling's Family Reserve Old Rum is a fine sipping rum, oak-aged until it acquires the complexity of a rare Scotch or Cognac. Each bottle is hand-labeled, dipped in wax, numbered and presented in a wooden case.

You can purchase Gosling's rum at the stores listed below, at most liquor and grocery stores Islandwide or duty free at the airport.

### Dark 'n Stormy®

Just put ice cubes in a highball glass, add 1.5 oz of Black Seal Rum, top with ginger beer. Squeeze lemon wedge around the rim of the glass. Garnish with lemon wedge.

(Substitute the ginger beer with ginger ale, a dash of Angostura bitters and a twist of lime for a Partly Cloudy, and cola for a Small Craft Warning)

### Rum Swizzle

1 oz Gosling's Black Seal Rum  
1 oz Gosling's Gold Bermuda Rum  
2 oz orange juice  
2 oz pineapple juice  
dash of falernum  
dash of grenadine  
dash of Angostura bitters

Stir ingredients, pour over ice and garnish with an orange

### Bermuda Triangle

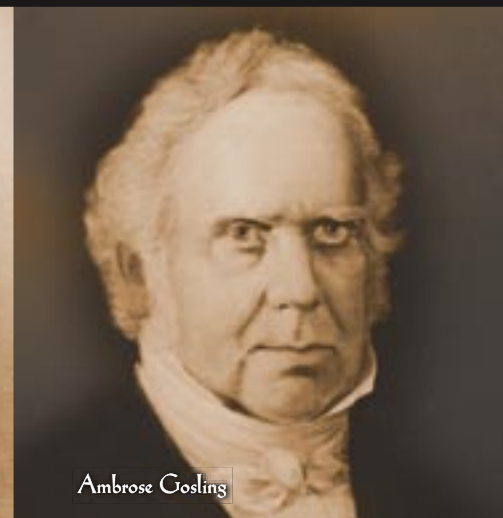
2 oz. cranberry juice  
2 oz. orange juice  
1.5 oz. Black Seal

Garnish with fresh orange slice.

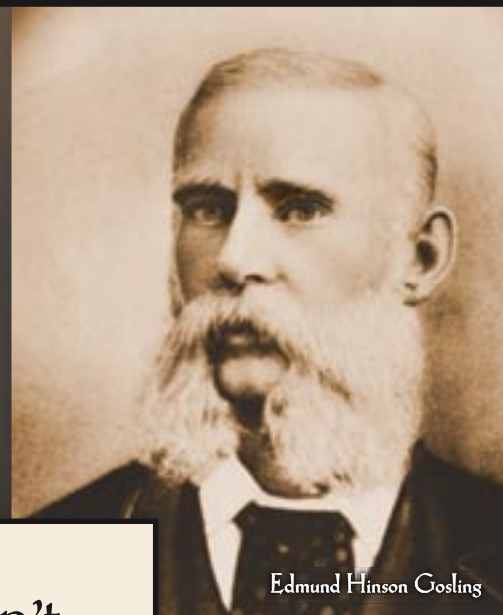
Combine ingredients in an ice-filled shaker. Shake vigorously and strain into a martini glass. Garnish with a lemon.



William Henry Gosling



Ambrose Gosling



Edmund Hinson Gosling



Hon. Ambrose Gosling



Malcolm Lloyd Gosling

## Seven reasons you won't find our rum everywhere.

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



Ambrose Tucker Gosling



Edmund Malcolm Gosling

## For Seven Stubborn Generations.