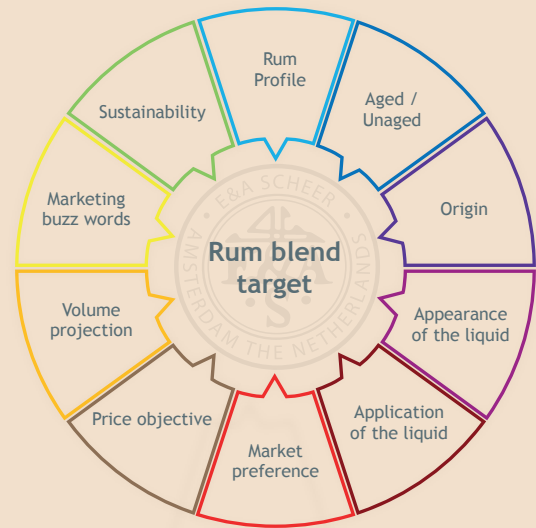


Rum Blending Tool

In order to fully understand the desired specifications regarding your Rum project, we developed The Rum Blending Tool.

After completing the short questionnaire and the company details, the Rum blend target is formulated and you will receive a confirmation email. Our team will then contact you to discuss your project and send you custom made samples within a few business days. In case the samples are not to your requirements, a second sampling round will follow or until the samples are completely to your desire.



Rum Profile

Try to describe the Rum profile you are looking for. Are you thinking of a heavy Rum, a light Rum, or something in between? Should it have a lot of character or maybe less?

Aged / Unaged

Try to define the age components. Are you looking for a very old Rum, or something a little younger? And is a particular age statement important for your story and label?

Origin

Is a particular origin important for this Rum? Or maybe multiple origins, or maybe no origin at all? Our Rum blenders need to know your preferences and the label claims you are looking to make.

Appearance

Please consider which colour you want your Rum to be: Gold? Dark? or maybe no colour. Let the blender know so he can select the right base or decide on use of caramel or charcoal filtration.

Application

Our Rum blenders will create different blends for a sipping Rum or mixing Rum compared to a Rum destined to be used in culinary applications.

Market preference

Try to define in which markets you would like to sell and market the Rum. Our Rum blenders have experience in many markets, know which Rum works best where and can advise on style.

Price objective

Rums priced in the premium segment give our blenders room to use the better distillates as a component. Should the Rum be blended to be very low in price, it can be done as well, we will just need to select other rums.

Volume projection

An indication of the expected market, numbers of cases to be made, litres to be used, it helps our Master Blenders to decide on which distillates can and can not be used.

Marketing Buzz

If you have a story, tell us! Rum is a very versatile spirit, it is produced in many different places in many different styles. If we know your story, we can find the Rum to match the story, and can blend according to your story

Sustainability

E&A Scheer is Organic, Fair Trade and Bonsucro certified and strives to be the leading example in our supply chain for transparent and socially responsible business. We welcome you to join in this movement!