GOSLINGS RUM



An interview with Edmund Malcolm Gosling

But first, a little history taken from Gosling's thoroughly entertaining website...

The history of Black Seal Rum® 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 £10,000 of merchandise, bound for America.

After ninety-one desperate days on a becalmed sea their charter ran out, and

Ship Mercury

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.



Front Street, Bermuda

In 1824 James returned to England and his brother Ambrose rented a shop on Front Street in the new Capitol of Hamilton for £25 a year. The Gosling's have maintained a store at this location for 127 years.

In 1857 the firm was renamed Gosling

Brothers by Ambrose's sons. 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". 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.

INTERVIEW WITH EDMUND MALCOLM GOSLING

Q: What year was your company founded?

Gosling's Black Seal® Rum has been blended and bottled in Bermuda since the mid nineteenth century.

Q: Do you offer Distillery Tours and, if so, how does one contact you? Tours are by appointment Contact Tracy Westhaver at 1 441 298 7348

Q: How long have you been the Rum Master?

I have grown up in the rum tradition. Through the years we have employed master blenders to maintain consistency and quality and our traditional flavour overseen by family members.

Q: How best do you describe your products?

Traditional, fully matured, authentic. Each of our three rums is distinct. Gosling's Black Seal® Rum and Gosling's Gold Bermuda Rum have unique sipping and myriad mixing capabilities. Our Family Reserve Old Rum is a long aged, elegant sipping experience without equal.

Q: How do you prefer to consume your product?

Personally, I often enjoy Gosling's Black Seal and Gold Bermuda Rum 'nearly neat' — on the rocks with a splash of soda. However, here are some slightly more complex, thoroughly enjoyable signature cocktails:



Black Seal Rum

Dark 'n Stormy® (Bermuda's National Cocktail)

Into an Old Fashioned glass filled with ice put:

1 1/2 oz Gosling's Black Seal® Rum. Top with Bermuda Ginger Beer to taste (until it looks like a storm cloud). Optional garnish: Lime or lemon wedge.

Gosling's Gold Bermuda Rum

The Bermudian

Put equal parts Gosling's Gold Bermuda Rum and Pineapple Juice, a splash of Grand Marnier and two torn leaves of fresh mint into an ice filled cocktail shaker. Shake vigorously; strain into a martini glass garnish: twist of lime and serve.

Gosling's Family Reserve Old Rum

Sometimes a single sensation is enough. No mixer. No ice. No distractions. Just a thin sided brandy snifter and Old Rum. After more

than 16 years in once used charred oak bourbon barrels, it is stately, demure, but hasn't forgotten its naughty past. What you wonder could possibly go with a drink such as this? A cigar, of course. For proper balance a medium mild Punch Petite Corona, or a Hoyo de Monterrey no.

Q: If a famous personality were to represent your brand, who would that be and why?

Michael Douglas. As a fellow Bermudian, and connoisseur, Michael is well acquainted with the icon of Bermuda that is Gosling's Black Seal Rum and the long family tradition that Gosling's represents.

Q: Who is your biggest inspiration?

Trite though it may be — my dad. He is the accumulation of six generations of stubborn Goslings; unyielding when it comes to producing a product of which they could remain proud. Malcolm Gosling personifies all that is good — thoughtful, steadfast, wise, witty and fair. And he's a pretty good golfer, too.

Q: What is your fondest memory about your Brand?

When I was a young lad and first toured the blending facility, the intense aromas enveloped me, the bustle, the stacked barrels and huge blending tanks — I was fascinated, I knew then I wanted to be part of it all.

Q: What is the worst thing that took place at your facility?

Rum wasn't called rumbustion for nothing. We once had an unfortunate conflagration, in our bottling plant; aromatic flames could be seen for miles. No one was hurt and we were back in business in less than a year.

Q: What is your proudest moment?

When Gosling's Black Seal® Rum was awarded The Platinum Medal/Best Buy in the International Rum Competition; it was our first attempt.

Q: What is your astrological sign?

Virgo

Q: What are your favorite hobbies?

Golf, tennis, squash.

Tell us about your family

Living in Boston (once the New World's epicenter of rum making), with my extraordinary wife Caroline and our son and daughter (the eighth stubborn generation of Goslings).

Importer

Q: What year was your company founded?

Gosling-Castle Partners inc (GCP) was founded April 1, 2005 E. Malcolm B. Gosling, President, CEO

Q: Who do you see as your primary consumer?

Specialty rum enthusiasts, life style conscious professionals, connoisseurs, and sports-minded consumers 25 to 105. Gosling's rums have wide appeal and adaptability and transcend traditional age and interest demographics.

Q: What is your current distribution in the US?

Gosling's rums are available in all 50 states (as well as North America Duty Free, Caribbean, Canada, U.K and Japan). At times, finding it can be a worthwhile adventure.

Q: Where do you see your company in 5 years?

To have become a must have brand on all back bars in North America and to have systematically opened new international markets.

Gosling's Production Facility Gosling's Export Bermuda Ltd. 10 Dundonald Street Hamilton HM 12 Bermuda

Gosling-Castle Partners Castle Brands 570 Lexington Avenue 29th floor New York, New York 10022 646-356-0200





