

EL DORADO[®]

D E M E R A R A

RUM

Crafted Richer. Aged Deeper.



Guyana, the Place



Guyana, home of El Dorado and our fine Demerara Rums, is on the north east coast of South America and about 5° above the equator.

Often referred to by its destination name “Land of Many Waters”, Guyana is bordered by Venezuela to the west, Brazil to the south, and Suriname to the east. It is the only English speaking country on the continent.

Approximately 75% of the land area is still pristine Amazonian forests. The coastline is below sea level at high tide requiring an intricate system of canals, that was designed by the Dutch, to facilitate drainage and irrigation of the thriving agricultural lands. Guyana’s coastal region is below sea level and is protected by seawalls.



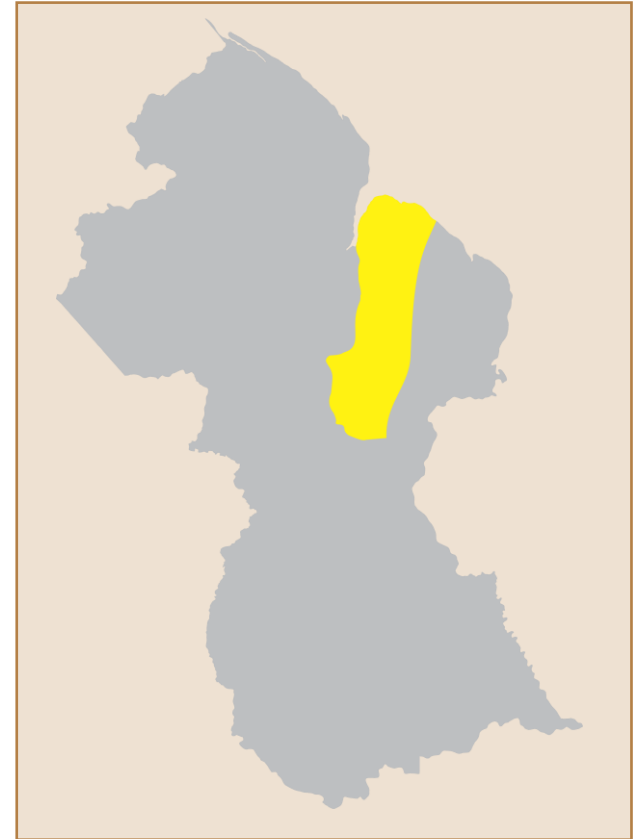
Demerara, the Place



Guyana is divided into three counties: Essequibo, Demerara and Berbice.

The county of Demerara once covered by the Atlantic Ocean, was recovered by the Dutch in the early 1600s.

Using their ingenious land reclamation methods, the Dutch successfully reclaimed land from the Atlantic Ocean, resulting in soils that were largely composed of marine alluvial deposits high in minerality, nutrients and organic matter paving the way for thriving sugar cane cultivation in the 1650s.



Early History of Sugar and Rum Production in Guyana



1650

The story of rum in Guyana started with the introduction of sugar cane by the early European settlers.

1670

The foundation of early rum production in Guyana was laid down with the establishment of distilling into the new territories, by the British.

1780

There were over 300 distilleries in British Guiana producing their own unique rums, each identified by a specific marque* identifying its origin (e.g. Uitvlugt - ICBU, Port Mourant - PM, Enmore - EHP).

**A marque is the identification of rum historically produced on a specific estate. The marque was named after the owner or the place where the estate was located.*

Early History of Sugar and Rum Production in Guyana



1880

With the introduction of excise taxes on sugar and rum exported to the UK and Europe, estates and distilleries began to close or consolidate.

1942

Only nine consolidated distilleries remained active producing rums. These estates and their marques were: (Albion – AN, Blairmont – B, La Bonne Intention – LBI, Skeldon – SWR, Uitvlugt – ICBU, Versailles – VSG, Enmore – EHP, Diamond – SVW, and Port Mourant (PM)). Consolidation occurred throughout the years until the final merger.

1966

Guyana gained its independence in 1966, changing it from British Guiana to Guyana.

Early History of Sugar and Rum Production in Guyana



The transition from British to Guyanese ownership throughout the rum industry occurred, this included the shift from being producers of solely bulk rum to being bottlers of local brands, unlocking the prohibition from local ownership of branded rums.



The El Dorado range of Demerara Rums was launched as a premium quality aged rum: starting with the El Dorado 15 Year Old Special Reserve. This rum pioneered the introduction of El Dorado onto the world marketplace.



Final merger of last remaining estates and the transfer of the remaining stills and expertise to the Diamond Distillery on the East Bank of the Demerara River.

Diamond Distillery



Today the Diamond Distillery, owned and operated by Demerara Distillers Limited (DDL) is the only remaining distillery in Demerara and in Guyana. DDL is also the only producer of Demerara Rums in the world.

The distillery now operates 14 stills, nine (9) of which are the famous Heritage stills which were moved from estates across Guyana.

These heritage stills include :

Three Pot Stills

- Port Mourant (PM) Double Wooden Pot Still
- Versailles (VSG) Single Wooden Pot Still
- Diamond High Ester (DHE) Pot Still

Six Continuous Stills

- EHP Wooden Coffey Still
- 2 Four Column Metal French Savalle Stills
- 3 Metal Coffey Stills



Wooden Stills Highlights



DDL still operates the last two original Wooden Pot Stills in the world and the only operating Wooden Coffey Still.

Port Mourant (PM) Double Wooden Pot Still

The Double Wooden Pot Still (PM) was originally installed at the Port Mourant Estate, founded in 1732. The extra character and depth of the rum from this still made it a choice of the Royal Navy which had begun issuing an official daily ration of rum to its sailors.

With the closure of Uitvlugt Estate in 1998, this still was moved to the Diamond Distillery in 1999 where today it remains.



Wooden Stills Highlights



The Versailles Single Wooden Pot Still

The original home of the Single Wooden Pot Still (VSG) was at Plantation Versailles on the West Bank of the Demerara River in the early 1800s.

These two unique copper-necked stills produce heavy bodied, flavourful and deeply aromatic rums – the ancient greenheart wood of the stills playing a major role in the development of these distinctive characteristics.



Wooden Stills Highlights



The EHP Wooden Coffey Still

Constructed in 1880, this still is the original and last surviving still from the Enmore Sugar Estate founded by Edward Henry Porter. It is similar, if not identical to, the very first continuous still constructed and patented by an Irish excise officer, Aeneas Coffey in 1832, after whom the still was named. With the closure of the estate in 2000, this still was moved to Diamond Distillery.

Since 1880, it has been producing a medium bodied rum with a mild, fruity aroma, and its unique flavour is attributed to the wooden structure and interconnecting copper pipes of this tall still. The Wooden Coffey Still, or EHP Wooden Still, is the last fully working continuous still of its kind in the world today.



Process: Rum Production



Rum Production



Molasses to Fermentation

Molasses is a key by-product in the sugar production process. Molasses is produced after the sugar cane juice is boiled to get crystallized sugar. The remaining thick dark treacle is molasses.

The first stage of rum production is the fermentation process, which entails the addition of yeast to the molasses under controlled conditions of temperature and brix (sugar content). As a result, the fermentable sugars in the molasses are converted into alcohol to produce a 'fermented wash'. The process, which can last up to 28-32 hours is constantly monitored to allow unique flavours to develop.

The resulting fermented wash which contains around 7% alc./vol. is ready for distillation.



Sugar Cane Molasses



Fermentation



Rum Production



Distillation

Distillation is the process of adding steam to the fermented wash to evaporate the alcohol. This is then followed by purifying, rectifying and condensing the alcohol to obtain the finished product (rum).

Each continuous still has the versatility to produce both medium and light bodied rums depending on the addition of varying degrees of congeners. For instance, the Savalle Stills are capable of producing more than nine distinctly different styles (marques) of rum – a feat which no other distillery can boast. Differing in nose, character and volume, each marque recreates the flavour profile that was originally produced on the sugar estates of origin in the 18th, 19th and 20th centuries. These marques can now be blended or produced unblended to yield an unrivalled range of rums.

The pot stills distill one batch of fermented wash at a time, whereas the continuous column stills are fed with fermented wash and steam on a continuous basis to produce the alcohol continuously.



Distillation
(Continuous Stills)



Distillation
(Pot Stills)

Rum Production



Ageing

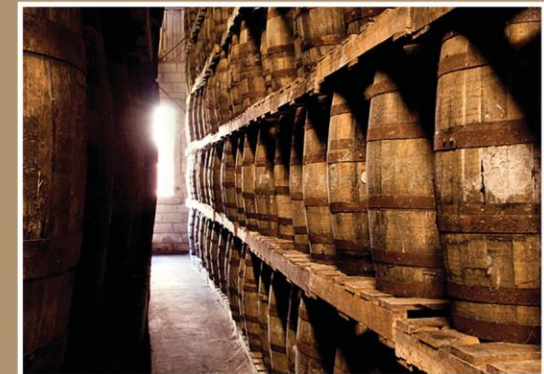
The next step of our rum making process is ageing. The rums produced are first reduced to an alcoholic strength of 70% and then laid down in once-used Bourbon Oak Casks for ageing. It is during this process that the rum acquires, through contact with the oak, its golden to deep brown colour. The ageing also adds to the rich flavours and character.

Our rums are aged in our warehouses on the banks of the Demerara River under tropical climatic conditions averaging 32°C or 89.6°F. This greatly enhances the interaction between the wood and the rum, speeding up the ageing process significantly.

This results in a Demerara 8 Year Old Rum, for instance, having a maturity equal to that of a much older spirit aged in more temperate climates. This contributes crucially to the mellow smoothness of the final spirit and the complex flavours and rich aromas that make Demerara Rums so unique.



Ex-Bourbon Casks



Ageing

Rum Production



Blending

A blend is a combination of different rums (or marques) from different stills.

Each rum (marque) is aged separately for the required number of years and then decanted from the barrels. They are then skilfully blended to produce the particular flavour required for each product. For El Dorado, each of our products contain a unique blend of rums.

Each blended batch is evaluated against a reference standard to ensure continuity of flavour and consistency throughout the years.



Blending



Quality Control

Caribbean Rum Standard



Age Statement

All Demerara Rums conform to Caribbean Rum Standards and European Union (EU) regulations. This requires that the age on the bottle refer solely to the youngest rum in the blend.

This means that the El Dorado 21 Year Old, for instance, is a blend of rums aged for at least 21 years.



Product: El Dorado Range



El Dorado 3 Year Old



Laid down in oak barrels for at least three years, this rum is then double filtered through natural charcoal to remove colour, resulting in a spirit that is incredibly smooth and versatile. Perfect for mixing cocktails.

Citrus and vanilla nose enhanced by notes of chocolate and raisins. Smooth rounded palate with coconut – fruity with a dry rounded finish. Balanced yet full flavoured.



El Dorado 5 Year Old



Laid down in oak barrels for at least five years, this rum is imbued with unsurpassed dimensions and depth.

Lively with a dried tropical fruit nose with aromas of caramel, butterscotch and molasses. A vibrant spicy entry leads to an evolving palate of fruit, caramel and toasted coconut, fading to a vanilla-tinted glow.



El Dorado 8 Year Old



Created by our Master Blender, this rum was laid down in oak barrels for at least eight years producing a smooth and characterful blend that is perfect for sipping or for use in craft cocktails.

Light to medium-bodied nose with hints of tobacco mixed with caramel toffee. Faint aroma of dried stone fruits and flambé banana. Soft with a mouthfeel with traces of oak and butterscotch. Distinctly smooth.



El Dorado 12 Year Old



The El Dorado 12 Year Old possesses a rich fruity bouquet of explosive flavours, owing largely to the estery richness acquired from the EHP Wooden Coffey and Metal Coffey Stills.

Lush tropical fruit and spice nose with hints of honey and dark sugar. The profile is round, mellow and full bodied with rich flavours of fruits and spice. The finish is delightful, elegant and dry.



El Dorado 15 Year Old



This rum has been laid down in oak barrels for at least 15 years then artfully blended using the Enmore and Diamond Coffey Stills, the Port Mourant Double Wooden Pot Still and the Versailles Single Wooden Pot Still - for you to savour and enjoy.

Full nose packed with dark coffee, candied orange, almonds, dark chocolate, pepper and rich vanilla. Beautifully rounded palate with a great spread of flavours: grilled tropical fruit with smooth oaky spice – silky, vibrant and moderately full-bodied.



El Dorado 21 Year Old



This richly crafted rum has been laid down in oak barrels for at least 21 years then artfully blended for you to savour and enjoy. Blended using the Single Wooden Pot Still, the French Savalle and the EHP Coffey Still.

Nose of mocha, toffee, tobacco, and dark spices. The mouth is velvety smooth with full body of tropical fruits, coffee, leather, and rich toffee. The finish is nutty and smoky.



El Dorado 25 Year Old Grand Special Reserve



Created to mark the turn of the millennium, El Dorado 25 Year Old Grand Special Reserve possesses a silky smoothness which challenges the oldest cognac. An after dinner treat for sipping slowly and sparingly.

This rum is rich, smooth and mellow with silky smooth mouthfeel and subtle notes of caramel and heavy fruit cake.



El Dorado Single Still Enmore Rum



The El Dorado Single Still Enmore Rum is produced from the original EHP Wooden Continuous Coffey Still that was first constructed at the Enmore Estate in 1880. The El Dorado Single Still Enmore Rum was laid down in oak barrels for 12 years.

Butterscotch nose blended with roasted coconut and apple. An initial taste of baked peach and coconut with a smoky cedar finish. Excellent mouthfeel.



El Dorado Single Still Port Mourant Rum



The El Dorado Single Still Port Mourant Rum is produced from the Double Wooden Pot Still which is the only one of its kind still in use today. This rum was laid down in oak barrels for 12 years.

Experience its robust flavours with aromas of sweet baked apples mixed with slight vanilla and cinnamon, flambé banana and coconut with hints of peaty aromas.



El Dorado Single Still Versailles Rum



Distilled on the Single Wooden Pot Still, the rum is coloured with caramel prior to ageing in oak barrels for 12 years. This rum celebrates the smooth chocolatey palate of a fine aged rum.

An initial taste of chocolate with a smooth finish and hints of cigar.



El Dorado Original Rum Cream Liqueur



The El Dorado Original Rum Cream Liqueur is a delicious fusion of carefully selected Demerara aged rums with full dairy cream and a blend of natural flavours and spices.

“Very inviting nose packed with spice, rum and toffee. Full creamy texture with seductive roundness and extremely smooth flow across the palate. Flavours of spice, toffee and rum fill the mouth with fine spirity lift highlighting everything.... ”

2006 International Wine & Spirit Competition.



Environmental Sustainability



Guyana's environment is unique. Three quarters of its landmass is covered with forest, it is home to over 1200 animal species, and it is part of the largest untouched wilderness in the world.

DDL is on a mission to create the smallest environmental footprint in rum, this means taking responsibility in the way we source, distill and transport the world's best rum.



Environmental Sustainability



In 2010, DDL built its bio-methane plant to convert liquid waste from the distilling process to energy to power our distillery. An ambition to convert 50% of our distillation bio-waste to energy was the goal.

Almost 10 years on, the aim is to increase this to 100%. Today we are working with our suppliers to install sustainable practices in their businesses, while bringing greater transparency to our current and future sustainability goals in efficiency, waste and carbon reduction.



Environmental Sustainability



The Diamond Distillery also has a Carbon Dioxide (CO₂) Plant which reduces the release of CO₂ into the air.

The CO₂ that is produced during fermentation is trapped, purified, liquefied and stored at the plant then later used for carbonation of soft drink, production of dry ice and other industrial uses.



El Dorado: Coaxing out the Spirit

Please play video:

EL DORADO
Coaxing the Spirit

Thank you.