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St Lucia Distilleries launches new rum

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Written by: **Felicity Murray in St Lucia**

[05/11/2007] St Lucia Distilleries have launched TØZ Rum at this year's St Lucia Food and Rum Festival.

The brand name TØZ was inspired by the troy ounce – the traditional method of measuring the weight of precious metals. It combines the letter 'T' for troy with the abbreviation 'oz' for ounce and is promoted as "the gold standard of rum".

St Lucia Distilleries produces a wide range of medal winning rums and rum liqueurs, including rum brands Bounty, Javalatté, Element Eight, Chairman's Reserve and Admiral Rodney.

TØZ is a blend of two to seven-year-old premium St. Lucian rum, distilled in copper alembic pot and continuous stills, then aged in American white oak barrels before a final polish in vintage port casks.



The result is a red-gold rum with a clean, slightly sweet raisin, vanilla and nut character. It is elegant and well-balanced for sipping or mixing. Available in 700 and 500ml bottles, it is destined for both domestic and international distribution at an approximate retail price point of EC\$45 (US\$23).

All the rums produced at St Lucia Distilleries are from molasses shipped from Guyana.

But, the distillery has announced it is going back into sugar cane production for the first time since 1962, when it replaced the plantations with the more profitable banana crop.

Five acres have already been planted with up to four varieties and the first distillation is expected to be in May 2008. So watch this space for the announcement of the distillery's new rum brand in a couple of years.