

HERITAGE BOOKLET

**MOUNT GAY®**  
Barbados Rum **EST 1703**

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A T R I B U T E  
T O R E S P E C T

HERITAGE BOOKLET



## WELCOME TO BARBADOS, THE BIRTHPLACE OF RUM

**It all began in the lush Caribbean island of Barbados in the 17<sup>th</sup> century. Sugarcane farmers recovered "the foam produced by boilers to make a spirit". Rum, also dubbed "kill-devil" and "rumbullion", was invented by fermenting and distilling molasses. Since then, Barbados has remained the land of choice for rum on account of its exceptional terroir. And Mount Gay, founded nearly 320 years ago, is the oldest and most prestigious distillery on the island. Its longevity relies on a respectful approach to natural elements and on the expertise inherited from its creators.**

### 1703, FOUNDING OF THE DISTILLERY

A deed from 1703 shows that the distillery existed at that time, yet it was surely founded a few decades earlier. Located on the Mount Gilboa plantation in the north of the island, the distillery was renamed Mount Gay in 1801 as a tribute to Sir John Gay Alleyne, the man who developed the distillery, perfected the distillation method, and gave rum its reputation and status. So much so that in 1789, George Washington, whose only trip abroad was to Barbados, specifically ordered rum from the island to celebrate his presidential inauguration.

### CORAL LIMESTONE, A NATURAL FILTER

Set between the Atlantic Ocean and the Caribbean Sea, Barbados is particularly exposed to the trade winds, which are very favourable to sugarcane cultivation. In addition, the island is formed of coral limestone, a porous soil that acts as a natural filter for groundwater from deep beneath the island. This filtered water is one of the purest in the world. Since its foundation, the Mount Gay distillery has drawn its water from the historic well located on its plantation.



## MOUNT GAY, THE FORERUNNER

**Mount Gay's visionary, sophisticated and respectful approach has been nurtured to this day, making it the world's oldest running rum distillery.**



### SIR JOHN GAY ALLEYNE, THE VISIONARY

In 1773, Sir John Gay Alleyne was enlisted to manage the plantation and distillery. He used his expertise to refine the distillation process and produce a far superior rum. Focusing solely on quality, he implemented ingenious farming, sugar production and distillation methods to create a fine rum that would become famous the world over. Today, we know that each stage in developing our rums plays a key role in achieving the unique, rich and aromatic character Mount Gay is known for.



### WATER AND SUGAR

Since 1703, the distillery uses only pure water from its artesian well. It contains minerals essential to the natural indigenous yeasts at the time of fermentation. Mount Gay hand-selects only the finest Barbadian and Caribbean sugarcane molasses for each of its blends. The local Barbadian molasses tend to have a high sugar content and slight acidity, while the Caribbean ones have a more pronounced minerality. The combination of the two strikes a perfect balance between sugar levels and minerality, with a good length on the palate.

Fermentation begins when molasses and filtered Barbados water are combined with yeast. Two separate techniques are used: closed fermentation in stainless steel tanks, used for column distillation; and open-air fermentation in oak vats, used for pot still distillation. In both cases, fermentation lasts at least 72 hours (compared to an average of 24 hours in the rum industry), allowing complex aromas to develop.



### DISTILLATION, AGEING AND BLENDING

The distinctive character of Mount Gay rums comes from using rums distilled both in traditional column and copper pot stills. We use four different types of stills, each one providing different organoleptic qualities: strength, fruity notes, herbaceous notes, and floral notes. We then age all our rums separately, in a variety of casks that have been used to age whisky, bourbon or cognac. All our rums are aged on our estate and benefit from the tropical climate, which accelerates the concentration of aromas and flavours. The final stage is blending. At Mount Gay, it is elevated to the level of an art: a complex alchemy between expert intuition and controlled savoir-faire. Our Master Blender Trudiann Branker holds the secret. She composes each blend by subtly combining dozens of different rums.



## EXPERT AND INSPIRED

Portrait of Trudiann Branker



Those were Trudiann Branker's words in April 2019, when she took over from Allen Smith. The first female Master Blender at Mount Gay and in Barbados, Branker is a graduate of the Siebel Institute and of the Institute of Brewing and Distilling. In addition to her strong academic background, she has over 11 years of experience working in the spirits industry - an industry where women in leading positions are still scarce.

Trudiann Branker joined Mount Gay in 2014 as Quality Manager and has followed the same path as her predecessor within the distillery. She has mastered the expertise and secrets of Mount Gay rums and will continue to carry on the legacy of the previous Master Blenders, while bringing her own vision for new explorations.

### A NATURAL CURIOSITY

Her ability to appreciate the subtle balance between scientific precision and instinct, which is fundamental to produce exceptional rum, is certainly one of her greatest strengths. Her utmost professionalism, combined with her natural curiosity, guarantee a prosperous future for Mount Gay. Our "Madame Rum" is eager to create, explore new ideas, and establish a productive dialogue in line with the house's ambitions. For the world's oldest running rum distillery, it is a source of great pride to see the first female Master Blender take on this prestigious role.

**"It is an honour for me to follow in Allen's footsteps.  
It is from him that I learned the tremendous savoir-faire  
which allows us to create one of the best rums in the world every day.  
It is with great pride that I become Mount Gay's Master Blender,  
to create new treasures, expand our rums, and invent new blends."**



## REINVENTING AND PRESERVING THE TERROIR

**Barbados water, Barbados yeast, traditional Barbados distillation – the distinctive soil was the only ingredient missing to restore a fully authentic terroir. Not only does Mount Gay source its molasses locally, but the distillery also develops parcel-based vintages, each from a single plot of sugarcane.**

**Although sugarcane does not have the life span of a vine, it remains rooted in the ground for five years, which gives it time to "connect with the soil". And to fully express the terroir of Barbados – so precious for discerning palates.**

### ENVIRONMENTAL PRESERVATION

Mount Gay Distillery strives to implement responsible and environmentally friendly practices. It all starts in the sugarcane fields. We carefully protect and maintain the biodiversity of our estate through crop rotation, fertilisation with mineral-rich distillation residues, by planting fruit trees, preserving bees, and more. In addition, we take action at all levels to reduce our carbon emissions: use of renewable energy, installation of solar panels, rainwater collection, single-use plastic ban, etc.

### CONTRIBUTING TO THE DEVELOPMENT OF BARBADOS

Mount Gay is an important player in the local life, generating direct and indirect employment in agriculture, distillation, trade and tourism. The company, which is the oldest on the island, also supports several educational programmes by assisting government institutions, such as the National Council on Substance Abuse, and by helping to renovate a school on the island. In addition, the distillery produces and donates hand sanitiser for use in Barbados in health facilities, schools and hotels, as well as for export to neighbouring islands.



## SOME KEY FIGURES

100%

sustainable agriculture  
by 2025

100%

renewable electricity  
by 2025

604

trees planted  
in 2019-2020

12

beehives  
on the estate

10%

of employees trained  
in beekeeping



## A FEW KEY DATES

1650

First mention of the word "rum".

1910

Total solar eclipse visible from Barbados, which inspired the creation of the iconic Mount Gay Eclipse.

1654

Planters design what will become the Mount Gay estate and start distilling molasses into rum.

1989

Rémy Cointreau becomes the owner of the Mount Gay distillery.

1703

The date of the company's first deed of ownership, making Mount Gay Rum the world's oldest running rum distillery.

1992

Launch of Mount Gay Extra Old.

1747

John Sober acquires the plantation, which is then called Mount Gilboa.

2009

Launch of 1703 Master Select.

1773

John Sober entrusts the operation of the plantation and distillery to Sir John Gay Alleyne.

2015

Acquisition of new plantations on the island.

1789

George Washington orders rum from Barbados to celebrate his election as President of the United States.

2019

Trudiann Branker becomes Master Blender of Mount Gay. She is the first woman to hold this position in Barbados.

1801

Death of Sir John Gay Alleyne. As a tribute to his outstanding work, the Sobers renamed the family plantation "Mount Gay".

2020

Launch of the "More Than a Rum" campaign.

