THE GLOBAL SPIRITS MASTERS

The world's most highly regarded series of blind-tasting competitions

The Rum & Cachaça Masters 2022

Indications of increased quality rum options available to consumers, with cachaça brands playing a small but mighty role in the sunny outlook for the category

1 March 2022 – This February, five panels of independent, specialist judges discovered the 27 top-scoring rums and cachaças available on the current spirits market. The 2022 edition of The Rum & Cachaça Masters saw the highest number of both rum and cachaça entries to the competition, indicating a plentiful offering from this category.

Out of more than 220 entries, judges from The Global Spirits Masters series of blind-tasting competitions ranked the 27 most impressive rum and cachaça expressions on today's market with top scores of between 90-100 points, meaning each one took home a Master medal.

Notably, the cachaça category impressed judges this year, and the results highlight three bottlings that were awarded a Master medal. These high scores were particularly impressive given the fact that cachaça is a small category with the majority of consumption in its home market of Brazil. This was the first year that a significant proportion were awarded top scores, and these exciting results bode well for the quality of offering from this sugarcane-based spirit category.

Other subcategories that were represented among the highest scores were **Agricole Rhum**, which boasted an impressive three Master medallists, as well as the **Spiced Rum** and **Rum Liqueur** subcategories.

The top 27 entries were retasted by all judges to decide the most impressive entry from the whole competition, which was awarded the title of **Taste Master**. **This accolade went to Worthy Park's Rum-Bar White Overproof Rum, which packs a punch at 63.5% ABV, and was judged as the single best entry in the competition**.

A special mention goes to Edingburgh's Holyrood Distillery, which entered nine rums into the competition and secured five Master medals, as well as three Gold medals. These rums fall under the Elizabeth Yard brand, which takes its name from the Royal Elizabeth Yard which the distillery recently took over, and will be available to purchase online from mid-March.

Melita Kiely, editor of *The Spirits Business* and chair of The Global Spirits Masters tastings, said: "Rum has been a firm favourite among consumers for decades, and the quality on the market today makes it easy to see why. What's encouraging to see is that producers do seem to be moving away from overly sweetened, caramel-heavy rums. As judges, we certainly noticed a serious uptick in the number of more complex, balanced, quality rums out there – and that's evident in the number of top-scoring products in this year's competition.

"Whether consumers or bartenders are looking for complex sipping rums, or something more tropical for mixing in cocktails, there is a vast variety of top-scoring products in this list to enjoy."

Please see attached for the full list of results.

*** ENDS ***

About The Global Spirits Masters

Launched in 2008, <u>The Global Spirits Masters</u> rates and rewards excellence in spirits production, giving brands key differentiation in a crowded market. Judging is divided into 21 separate competitions to ensure each spirit category is given the utmost attention by specialist judges. The Global Spirits Masters is unique in its exclusive use of completely independent expert judges, including journalists, retail buyers, bartenders and educators.

The Global Spirits Masters award with Silver and Gold medals, with truly outstanding spirits being awarded Master.

70-79 = SILVER 80-89 = GOLD 90-100 = MASTER

The results of each competition are published in *The Spirits Business* magazine, which boasts a monthly global circulation of 13,000 copies, guaranteeing medal winners are seen by a truly international and industry-focused audience.

Contact:

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