



Inner Circle Rum voted the World's Best Rum for the 5th year in a row!

Australian owned Inner Circle Rum is excited to announce that it's Black 33 OP has won the prestigious "**Jim Murray**" **Trophy for the Best Rum and 2 Best in Class Gold Medals** at the 2006 International Wine and Spirit Competition held recently in London – again! To quote the judges "Fantastic finish that lingers and lingers. Complex Rum that demands respect and admiration" This competition is seen as one of the leading Wine and Spirit Competitions in the world and brings together the very best products from every corner of the globe to be evaluated by experts in distilled spirits and wine and scored via a blind tasting regime.

This latest recognition of being the **finest Rum in the Competition** is not the first time Inner Circle Rums have been seen as setting the benchmark for Rum – over the past 5 years Inner Circle Rums have won this much sought after award 4 times – 2002, 2004, 2005 and now 2006!! Add to this another **Trophy for the Best Dark Rum** at the 2003 San Francisco World Spirits Competition and a swag of **4 Double Gold Medals and 29 Gold Medals** at international Competitions, this great Australian brand now sits at the very top of the world's list of elite Rums! No other Rum from any part of the World can match these accolades!

The Beverage Testing Institute in Chicago is yet another organization that has judged and validated the quality of this great Australian brand by awarding the Green Overproof **95/100**, which is the highest rating it has awarded a Rum for the past three years.

Remarking on these latest results, Founder and Managing Director of Inner Circle Rum, Stuart Gilbert, noted that "Inner Circle Rum is only a small operation but we've set our standards for quality exceptionally high. Malcolm Campbell, who was the last CSR Master Distiller and Blender involved with Inner Circle at the time the brand was withdrawn from the market in 1986, has now come out of retirement to manage and refine our "batch to batch" distillation procedures at the oldest registered Distillery in Australia. The results of his talents are now clearly revealed in the number and consistency of international awards our Rums have received. I would also like to publicly thank and acknowledge the fantastic contributions of the many people who have worked tirelessly behind the scenes to establish Inner Circle as one of the World's great Rum brands without whose efforts and guidance the success we are enjoying would not have eventuated."

Australia is renowned world wide for its wine and brewing excellence but it has never been perceived as a leader in the distillation of spirits. Inner Circle Rum is changing that perception by offering a product that is PREMIUM in quality, is HANDCRAFTED and is designed to be able to be consumed neat over ice or with your favourite mixer – something that cannot be said of the currently available commercial offerings!!

Inner Circle Rum was originally developed by the Colonial Sugar Refinery Company (CSR Ltd) last century for the sole use of its board of directors and senior executives until public demand forced that Company to make it commercially available. Always made to exacting standards from the very best ingredients and distilled in pot stills, this rum brand was removed from the market in the late 1980's by the Bundaberg Distilling Company who had purchased it from CSR. The brand was then unavailable for nearly two decades until 2002 when Stuart Gilbert, a self confessed Inner Circle Rum devotee and Australian Olympian, decided to bring back the brand and introduce it to a new generation of Rum drinkers.

He had previously met Malcolm Campbell and together they purchased and re-engineered the heritage listed Rum Distillery located on the banks of the Albert River in the sugar cane belt on Australia's Gold Coast, retrofitted it with a replicated CSR copper pot still and other uniquely designed distillation

equipment. The magnificent Rums that are being produced at this facility are now being further enhanced by the use of a totally unique yeast, that can be directly traced back to the original Inner Circle Rum products of last century, to ensure that the superbly flavorful, complex and balanced rums of Inner Circle will continue to set the standard by which all other rums are judged. When the Rum was taken from the market in the late 1980's, Malcolm managed to recover the last of this yeast and kept it in his refrigerator for nearly two years awaiting the day he could use it again to make Inner Circle!!

Inner Circle Rums are available in selected outlets in three strengths of 700ml bottled products, Red 40%, Green 57.2% Overproof and Black 75.9% 33 Overproof and two strengths of Ready to Drink products – Red 5% and Cola and Black 9% and Cola.

For more information, please contact Stuart Gilbert, Managing Director of Inner Circle Rum (Sales) Pty Ltd on (02) 9433 3213 or via e-mail stuartg@innercirclerum.com or visit www.innercirclerum.com.

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