**Press information on Goslings Rum**

**Country of origin:** Bermuda

**Established:** 1806

**Website:** [www.goslingsrum.com](http://www.goslingsrum.com)

**SKUs:** Goslings Black Seal Rum; Goslings Gold Seal Rum; Goslings Family Reserve; Goslings Stormy Ginger Beer; Goslings 151 and Gosling Dark ‘n Stormy RTD

In the spring of 1806, London wine and spirits merchant James Gosling set out from England aboard the chartered clipper Mercury with 10,000 dollars of merchandise bound for the Virginias. The voyage was a difficult one. Ninety-one consecutive days of calm left the crew and passengers in dire straits and the charter of Mercury was fast running out.

The ship eventually made port in St. Georges, Bermuda, where Gosling and his family decided to set up shop rather than press on to America.  James Gosling opened a shop on King’s Parade, St George’s in December 1806. In 1824 James returned to England and his brother Ambrose moved the business to Front Street in the new capital, Hamilton.  In 1857 the firm was renamed Gosling Brothers by Ambrose’s sons. Three years later the first oak barrels of rum distillate arrived in Bermuda and three years after that (after much trial and error) the distinctive Bermuda black rum destined to be Black Seal was formulated and offered for sale.

They didn’t call it Black Seal at first. In fact, up until the First World War it was sold straight from the barrel, and most folks brought in their own bottles for a “fill up”. Eventually the black rum was sold in champagne bottles, reclaimed from the British Officer’s Mess, and the corks sealed with black sealing wax. Pretty soon people began to ask for the bottle with the “Black Seal”. Many years later the idea of the iconic barrel juggling “Black Seal” was born.

The original Dark ‘n Stormy®, Bermuda’s National Drink, is made with Gosling’s Black Seal Rum, ginger beer and a squeeze of lime.  The irresistible Dark ‘n Stormy, called the “perfect” cocktail by many, has been a tradition in Bermuda for over a century.  To this day, Gosling Brothers Limited remains the oldest surviving business in Bermuda and is still a family concern.

**Goslings Black Seal Rum**

Gosling’s Black Seal Rum is the original Bermuda rum. Bermuda’s National Drink, the classic Dark ‘N Stormy, is made with Gosling’s Black Seal Rum, ginger beer and a squeeze of lime.

Black Seal has a rich, intricate flavour, well balanced and nuanced with butterscotch, vanilla and caramel. Or, as expressed by the Beverage Tasting Institute when they awarded it their highest honour, the Platinum Medal: ‘Deep, assertive and highly flavoured: very fragrant with herbal sharpness. At the finish there is a softness and elegance, a most complex, unusual spirit.

Super-premium Gosling’s Black Seal Bermuda Rum is made from a Gosling’s family recipe dating back over two centuries and comprises of independently aged distillates aged in once-used, charred, American oak bourbon casks. The smooth, full flavour is the result of a careful blend of aged pot and continuous still distillates. One imparts flavour; the other a subtle elegance. Together they work wonders.

It is used in all walks of Bermudian culture from cooking to christening a new home and to date it is Bermuda’s most exported product.

40% ABV – 70cl

**Signature Serve: Dark ‘n Stormy**

**Ingredients:**

50 ml Gosling’s Black Seal Rum  
75 ml Gosling’s Stormy Ginger Beer

**Method:** Build in a glass and add lime wedge to garnish.

**Goslings Gold Seal Rum**

Goslings Gold Seal Rum is the first new product to be launched by Goslings Rum in over 100 years.

Goslings Gold Seal Rum is a world apart from traditional amber rums.  Robust yet remarkably soft, it is the result of years of sipping and perfecting.  The rums intricate, luscious character lives up admirably to its impressive lineage.

Admittedly, it wasn’t easy, but, by using only the finest distillates in strict accordance with techniques handed down over six generations, they created a distinctive amber rum impressing demanding rum enthusiasts everywhere.  An extremely versatile rum, Gold Seal Rum is delicious on rocks or neat, but also shines in classic cocktails.

ABV 40% - 70cl

**Signature Serve: South Shore**

**Ingredients:**

50ml Goslings Gold Seal Rum

50ml Goslings Stormy Ginger Beer

100ml Lemonade  
Fresh Mint

**Method:** Into a glass filled with ice, pour Gold Seal Rum, lemonade and ginger beer. Slap 2-4 mint leaves to release flavourful oils, add to other ingredients and stir to combine. Garnish with lemon wedge and additional mint sprig.

**Goslings Family Reserve**

155 years seems long enough.

So the deep, dark secret rum that Gosling’s has enjoyed for generations is now going public.

Appropriately called Gosling’s Family Reserve Old Rum, it is crafted from the same incomparable Bermuda blend that they use for their renowned Black Seal Rum. But, they leave it resting in oak barrels even longer, ageing it until it has acquired an extra luscious, nuanced complexity much like a rare Scotch or Cognac.

Consider it the ultimate sipping rum. A spirit this unusual deserves more than the usual bottle and label. So they lovingly take each bottle, hand label it, dip it in wax, number it, encircle it with a metal band and then place it in a straw-filled wooden box reminiscent of days past.

ABV 40% - 70cl

**Signature serve:** Straight up

**Goslings 151**

Gosling’s 151 proof Black Seal Rum enjoys the same popularity as the 80 proof (40% abv) Black Seal Rum because of its inimitable flavour, characteristic taste and unique quality. Created for use behind the bar, this lip-tingling spirit makes an ideal complement to any exotic, sun-drenched libation and is excellent in desserts and cocktails that call for flaming.

ABV 75.5% - 70cl and 5cl

**Signature Serve:**151 Zombie

**Ingredients:**

30ml Gosling’s Gold Rum  
30ml Gosling’s 151

30ml fresh lime juice  
15ml fresh lemon juice  
15ml pineapple juice  
15ml orange juice  
15ml The Bitter Truth Golden Falernum  
15ml passion fruit syrup or grenadine

**Method**: Combine ingredients, shake on ice and serve on the rocks in a cocktail glass with raw sugar on the rim. Float 30ml Gosling’s Black Seal Rum on top.  Garnish with pineapple leaf and cherries.

**Goslings Stormy Ginger Beer**

Gosling’s Bermuda Rum has re-packaged its Gosling’s Stormy Ginger Beer into a slim line can and a new design has been created for the six-pack wrap which reflects Gosling’s status as the official rum and official ginger beer of the 35th America’s Cup in 2017.

The can still contains 330ml of the delicious ginger beer that was created especially to match the flavour profile of the award-winning Gosling’s Black Seal Rum.

It took over a year to get the ideal balance of sweetness and spiciness for the ginger beer in order to make it a perfect ingredient in a Dark ‘n Stormy®.  Gosling’s Stormy Ginger Beer is excellent as refreshing soft drink too.

Bermuda didn’t steer you wrong on the whole shorts thing. Trust them on this one, too. Gosling’s spent over a year to achieve the ideal balance of sweetness and spiciness and matching it to the flavour profile of their award-winning Black Seal Rum.

Only Gosling’s Black Seal Rum makes a Dark ‘n Stormy genuine. Only Gosling’s Stormy Ginger Beer makes it perfect.

**Goslings Dark ‘n Stormy RTD**

The famous Goslings Dark ‘n Stormy cocktail is now available in a convenient 250ml can, ready to drink.

Goslings Black Seal Rum and Goslings Stormy Ginger Beer in a perfectly carbonated, 9% alcohol drink that’s 100% authentic so there’s zero compromise in taste. It’s the genuine article with no mixing, no ice required.

The Dark ‘n Stormy had its start in the highly successful ginger beer factory run as a subsidiary to the Royal Naval Officer’s Club. It wasn’t long before it was discovered that a splash of the local Black Seal Rum was just what the piquant ginger beer was missing.

ABV 9% - 25cl