

Got Rum?®



OCTOBER 2026

FROM THE GRASS TO YOUR GLASS, SINCE 2001!

**COOKING WITH RUM · ANGEL'S SHARE
CIGAR AND RUM PAIRING · THE RUM MIXOLOGIST
THE RUM LIBRARY · THE RUM LABORATORY
RUM IN THE NEWS · THE SWEET BUSINESS OF SUGAR**



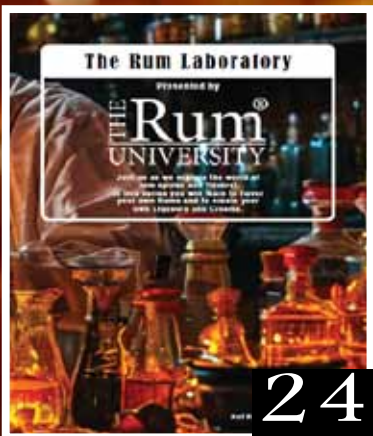
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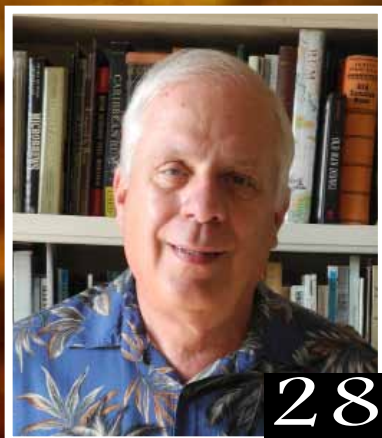


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WWW.GOTRUM.COM

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FRONT COVER: The Thief And The Barrel
INSIDE SPREAD: Surfing The Barrel Wave

FROM THE EDITOR

Innovation Challenges

Innovation is an essential strategy for all successful beverage businesses because it helps them to stay competitive and to adapt to changing markets, with the ultimate goals of survival and growth. Let's take a look at innovation's most common expressions:

- **Incremental:** small, continuous improvements to existing products, services, or internal processes.
- **Disruptive:** novel solutions that completely alter an existing market or create an entirely new one.
- **Process:** new methods of production, management, or delivery that save time and/or reduce costs.

According to industry data, innovation in the alcohol and adult beverage space is currently being driven by mindful moderation, flavor experimentation, and digital technology integration:

- **Low-and-No Alcohol Alternatives:** driven by wellness-focused consumers, the non-alcoholic and low-ABV sectors are expanding rapidly.
- **Flavor-Forward RTDs (Ready-to-Drink):** canned cocktails, hard seltzers, and flavored malt beverages continue to capture market value.
- **Beyond the Glass Hybrids:** producers are exploring unexpected product categories, such as alcohol-infused ice cream and functional beverages infused with adaptogens or botanical elements.
- **Strategic Growth and Data:** according to industry insights from the IWSR, over half of the global market growth in key beverage categories over the past decade has been fueled by new product development and targeted innovation.

Through our consulting practice, we are constantly supporting our client's innovation strategies. Our advice to those about to embark on this journey is simple:



- **You need to be courageous.** Innovation, by definition, will not be accepted at first, it requires courageous patience.
- **You need to be careful.** New ideas tend to be delicate, they can be killed by traditionalists or by a simple yawn or by a careless frown. Organizations must understand that having the right R&D team is not enough: management is ultimately responsible for recognizing, nurturing and implementing the right innovative ideas.

Cheers!

Luis Ayala, *Editor and Publisher*

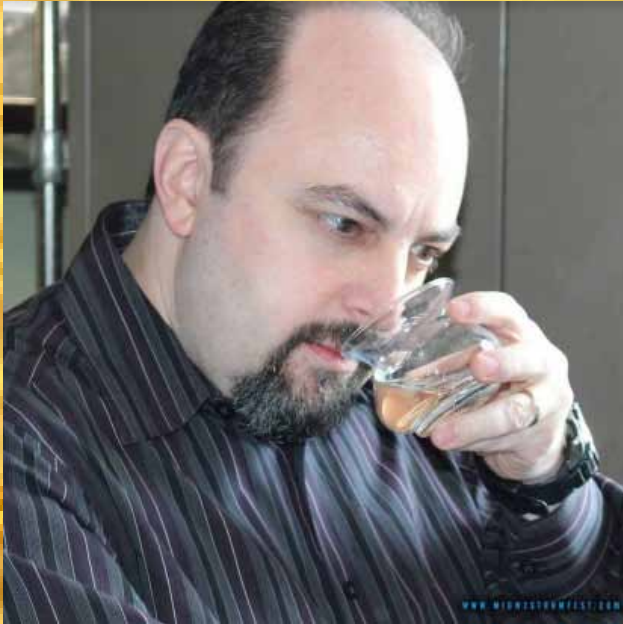


<http://www.linkedin.com/in/rumconsultant>

Do you want to learn more about rum but don't want to wait until the next issue of "Got Rum?"? Then join the "Rum Lovers Unite!" group on LinkedIn for updates, previews, Q&A and exclusive material.

THE ANGEL'S SHARE

by Paul Senft



My name is Paul Senft - Rum Reviewer, Tasting host, Judge and Writer. My exploration of Rums began by learning to craft Tiki cocktails for friends. I quickly learned that not all rums are created equally and that the uniqueness of the spirit can be as varied as the locales they are from. This inspired me to travel with my wife around the Caribbean, Central America, and United States visiting distilleries and learning about how each one creates their rums. I have also had the pleasure of learning from bartenders, brand ambassadors, and other enthusiasts from around the world; each one providing their own unique point of view, adding another chapter to the modern story of rum.

The desire to share this information led me to create **www.RumJourney.com** where I share my experiences and reviews in the hopes that I would inspire others in their own explorations. It is my wish in the pages of "Got Rum?" to be your host and provide you with my impressions of rums available in the world market. Hopefully my tasting notes will inspire you to try the rums and make your own opinions. The world is full of good rums and the journey is always best experienced with others.

Cheers!

Copalli Cacao Organic Flavored Rum

While the Traveller's Distillery has been the dominant Belizean rum maker for years, the Copalli brand has begun to challenge it for shelf space. The Copal Tree Distillery, located in the tropical Toledo Distillery, has slowly been growing in popularity since opening in July 2018. The company uses sugarcane grown close to the distillery at their farm. After the cane is harvested, they press the cane juice and mix it with collected rainwater and yeast. After the fermentation process, the rum is distilled using their column still. Then the rum is infused with locally grown cacao nibs and blended to 40% ABV and bottled. The company does not use coloring agents or additives to make their rums.

Appearance

The 750 ml bottle has a long handle and heavy base design. The labels provide a great deal of information about the product and the company's goals and methods. The wooden cap holds a synthetic cork to the bottle wrapped in a clear security neck wrap and secured with a strip over the cap.

The liquid is clear in the bottle and glass. Swirling the liquid creates a thin band that slowly thickens, releasing waves of fast-moving legs before evaporating, leaving a ring of beads in their wake.

Nose

The aroma of the rum leads with a strong organic, almost funky banana base,

while the cafe au lait notes form the high notes. Deeper roasted cacao notes form the midline.

Palate

The rum leads with a strong dark roasted cacao flavor. There is a light astringency that carries notes of vanilla and organic funkiness from the aroma. The organic notes, along with an earthy graphite flavor, punctuate the experience and begin the finish. As these flavors linger, the cacao notes drift back in for a long finish.

Review

When you are working with a flavored, unaged spirit, you normally expect something straightforward that involves the infused flavors. I found this rum to be way more interesting than that, with the funky, organic notes providing a nice twist to the entire flavor profile. For cocktails I could see this rum providing a fun twist to an espresso martini, hot buttered rum, or a variety of hot coffee-based cocktails. I enjoyed the uniqueness of this product and will be interested in seeing how it is used as an ingredient in cocktails in bars and restaurants.



www.copallirum.com

THE ANGEL'S SHARE

by Paul Senft

Traveller's Three Barrel "Parrot" Rum

When travelling in Belize, the Traveller's Distillery products are prominently placed all over Belize City. While visiting the country, we picked up a bottle of Three Barrel "Parrot" Rum. The rum is made using molasses and distilled using a multi-column/continuous column still at the company's operation in Belmopan. After distillation the rum is aged in used American White Oak bourbon barrels for three years. After aging, it is blended to 40% ABV and bottled for distribution.

Appearance

The 750 ml bottle's front and back labels provide the basic information concerning the rum, the namesake parrot sitting on the three barrels. The gold plastic cap is sealed with a gold security wrap that has the words "Travellers" printed around it.

In the bottle and glass, the rum holds a solid amber color. Swirling the liquid creates a medium band that thickens and releases multiple waves of fast-moving legs. The band slowly evaporates, leaving pebbles and band remnants around the tasting glass.

Nose

The aroma of the rum leads with a strong butterscotch note followed by toasted nuts, spice notes, and charred oak tannins.

Palate

The first sip delivers the butterscotch from the aroma with a twist of hot cinnamon spice, orange zest, and toffee. Additional sips reveal the charred oak notes with midpalate acidity, toasted walnuts, and caramel toffee almonds. The finish forms in an astringent oak tanning rich finish.

Review

As mentioned, I picked this bottle up during our travels in Belize and discovered its sale is primarily devoted to the country's tourist trade. Between the rum's acidity and astringency, it is difficult to present this product as anything but a rum that should be used for mixing. Both challenging elements of the flavor profile are quickly subdued when mixed with cola, fruit juices, etc., and the core identity, or the spirit, holds together much better when compared to Traveller's One Barrel Rum. This makes it an easy recommendation for tropical fruit-based cocktails or a classic rum and Coke highball. Since availability outside of Belize is limited, this rum is an easy souvenir recommendation to pick up when travelling in that country.





www.onebarrelrum.com

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COOKING WITH RUM

**Bringing the Spirit of the Cane
Into the Heart of the Kitchen!**

by Chef Susan Whitley





Blueberries and Rum Sour Cream Pound Cake

Ingredients:

- 2 C. All-purpose Flour
- 1 tsp. Baking Powder
- 1 tsp. Baking Soda
- ¼ tsp. Salt
- 1 C. (2 sticks) Unsalted Butter, softened
- 1 C. Granulated White Sugar
- ½ C. Granulated Brown Sugar
- 4 Lrg. Eggs, room temperature
- 1 tsp. Vanilla Extract
- 2 Tbsp. Dark Rum
- 1 C. Sour Cream
- 2 C. Fresh Blueberries (or frozen, thaw and pat dry)



Directions:

1. Preheat oven to 350°F. Grease a bundt pan generously with butter or non-stick baking spray, and lightly dust it with flour.
2. In a medium sized mixing bowl, sift together flour, baking powder, baking soda, and salt.
3. In a large mixing bowl, beat softened butter and both sugars until light and fluffy.
4. Then beat in eggs, one at a time, mixing well after each one. Add vanilla extract and rum. Be careful not to overbeat.
5. Add the dry ingredients and sour cream alternately to the butter mixture, beginning and ending with flour. Mix gently to avoid overmixing.
6. Lightly coat blueberries in flour before adding to the batter. This step will prevent the blueberries from sinking to the bottom of the pan during baking. Fold them into the batter.
7. Pour batter into prepared pan and smooth the top. Bake 60–65 minutes or until a toothpick inserted comes out clean.
8. Allow to cool in the pan for 10 minutes, then transfer to a platter. Pour blueberry rum sauce over the top of the cake.

Blueberry Rum Sauce

Ingredients:

- 12 oz. (2½ cups) Fresh Blueberries
- ¼ C. Granulated White Sugar
- ⅓ C. Water
- 2 Tbsp. Dark Rum
- Pinch of Salt

Directions:

1. Stir all ingredients together in a small saucepan, except for the rum.
2. Turn the heat to medium-low. Cook uncovered, stirring occasionally, for 20-25 minutes until blueberries have softened and the liquid has reduced to a thick syrup.
3. Remove from heat and add the rum.



Photo Credit: www.mykitchenserenity.com and www.tastywhisper.com

THE RUM Mixologist

A space devoted to the exploration
of classic and new rum cocktails

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A close-up photograph of a bartender's hand, wearing a white shirt, pouring a clear liquid from a bottle into a glass. The glass is filled with ice cubes and sits on a dark, perforated metal bar surface. The background is dark and out of focus, with warm, bokeh-style light spots.

What Is Mixology?

Mixology is the study and skill of inventing, preparing and serving cocktails and other mixed drinks. Mixologists are experts in this field, but mixologists' knowledge goes beyond memorizing basic cocktail recipes: it includes historical information, basic chemistry behind flavor combinations and a capacity for combining common ingredients in new ways.

Join us, as we explore the essential collection of rum cocktail recipes that every mixologist needs to master.

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THE RUM Mixologist

El Presidente

Originally created in the early 1900s in Cuba and most likely named for President Mario García Menocal, who ran the country from 1913 to 1921, El Presidente was invented to satisfy the thirsts of vacationers looking for good weather and booze during Prohibition.

After the alcohol ban ended, they brought the cocktail stateside, where it died out in popularity and was then revived in the aughts by curious drinkers looking to sip this interesting combo of white rum, dry vermouth, orange curaçao, and grenadine.

This recipe comes from acclaimed bartender and spirits pro Simon Ford. It yields a tasty, well-balanced cocktail, but the El Presidente has changed through the years, with many bartenders and drinkers tweaking the formula.

Ingredients

- 1 1/2 ounces White Rum
- 3/4 ounce Dry Vermouth
- 1/4 ounce Orange Curaçao
- 2 dashes Grenadine

Directions

1. Add the white rum, dry vermouth, orange curaçao and grenadine to a mixing glass with ice and stir until well-chilled.
2. Strain into a chilled cocktail glass.

A glass of amber-colored rum sits on a crumpled newspaper. In the background, several books are stacked, creating a library-like atmosphere. The lighting is warm and focused on the glass.

THE Rum[®] UNIVERSITY LIBRARY

Reviews of books related to sugarcane, milling, fermentation, distillation, aging, blending and other topics related to the production or history of rum.

www.RumUniversity.com

**The Food and Cooking of Pakistan:
Traditional Dishes From The Home Kitchen
by Shehzad Husain (Author) and Jon Whitaker (Photographer)**

(Publisher's Review)

Traditional dishes from the home kitchen

Pakistan is proud of its culinary heritage and the regional dishes that are increasingly popular around the world. Classics include delectable biryanis – a must at every wedding banquet – nehari, haleem, kebabs, gol gappay, qormas, kunnas, tikas... to name just a few.

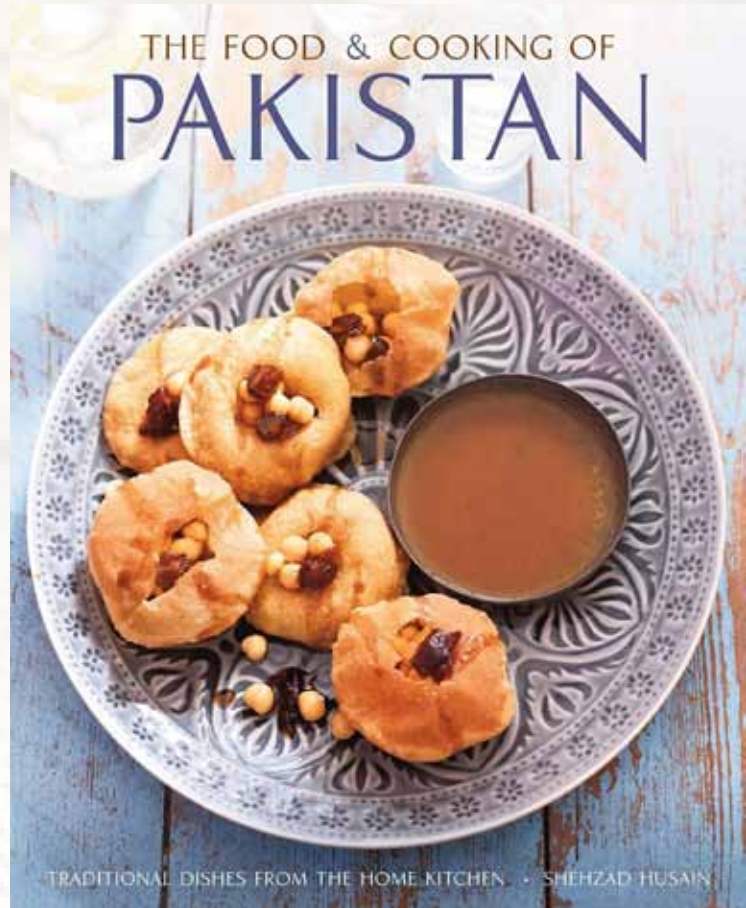
Whether cooked over the glowing coals of a barbecue, in the belly of a tandoor or in a kadahi, Pakistani dishes evoke the essence of the country, with a heady combination of spices.

This collection of more than 85 recipes by the expert Shehzad Husain covers everything from street food to desserts and drinks, all shown step by step and with a photograph of each finished dish.

Over 450 specially created color photographs of techniques and finished dishes.

About the Author

Shehzad Husain was born in Pakistan and lives in London. She has appeared on many TV cooking shows, advised a leading food retailer on their Indian foods, and has won numerous awards including Asian Woman of Achievement. This is her tenth book.



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Traditional Drinks of Pakistan

Drinking Culture in Pakistan

Alcohol in Pakistan survives in parallel worlds: restricted by law for most citizens yet present through minority traditions, licensed outlets, and rural craft. Geography dictates what people make and drink, from coastal palms to Himalayan orchards.

Date palms in Sindh yield toddy and arrack; the Indus plains feed sugarcane spirits; and high valleys in Chitral and Gilgit–Baltistan produce fruit wines and brandies tied to seasonal festivals. A colonial-era brewery still supplies beer to hotels and permit holders.

Taari: Date-Palm Toddy of Sindh

Taari (also called tari) is the naturally fermented sap of the date palm, a tree that thrives in Sindh's heat and saline soils near the Indus delta. Tappers climb before dawn, nick the inflorescence, and collect overnight sap in clay or plastic pots. Fresh taari is milky, lightly sweet, and only faintly alcoholic (often under 2% ABV). Within hours in the Sindh sun it turns spritzy and sour, commonly reaching 3–6% ABV as wild yeasts work. The flavor shifts from coconut water sweetness to lactic tang, with a faint palm aroma. Toddy houses around Thatta and Badin serve it at first light; regulars favor the “morning draw” before heat accelerates fermentation. Communities that traditionally tap palms—particularly non-Muslim Sindhis—drink it seasonally when sap runs strongest. Beyond quenching thirst, taari is a base for vinegar and, when distillers get involved, feedstock for stronger spirits. Because it ferments quickly and spoils by midday, taari remains a hyper-local, dawn-to-noon beverage connected to the coastal climate and palm ecology.

Sindhi Arrack: Distilled Palm or Molasses Spirit

Arrack in Pakistan—especially in Sindh—refers to a clear distilled spirit traditionally made by boiling fermented date-palm toddy, though modern producers often use molasses wash from sugar mills. Copper or stainless pot stills condense a spirit typically around 30–40% ABV. The profile ranges from slightly estery and nutty (when palm-derived) to more neutral, cane-like notes when made from molasses; careful cuts keep harsher fusel oils in check. Historically, legal arrack was sold through licensed shops in cities like Karachi and Hyderabad, catering to non-Muslim permit holders and travelers staying in hotels with bar permissions. Drinkers mix it with soda, citrus, or spiced tonics; in rural settings, it may be sipped neat in small glasses alongside fried snacks. Arrack reflects Sindh's agricultural mix—date groves near the coast and sugarcane inland—and a regulatory environment that oscillates between prohibition and control. While artisanal batches still come from palm regions, much of today's Sindhi arrack owes its consistency to standardized molasses fermentation, a by-product of the province's sugar economy.

Tharra (Cholai): Rural Molasses Moonshine

Tharra—also called cholai in parts of Pakistan—is a catch-all for illicit, quickly distilled spirits made from jaggery (gur) or straight molasses diluted with water and pitched with baker's yeast. Fermented in plastic drums and run through improvised pot stills, it can reach 30–50% ABV, though quality varies wildly. At its best, tharra smells of caramel and overripe fruit; at its worst, it carries solventy heat, metal taints from makeshift condensers, and dangerous levels of methanol from poor cuts.

The drink survives in the sugarcane belts of interior Sindh and rural Punjab, where raw materials are cheap and enforcement uneven. It shows up at village celebrations, roadside truck stops, and harvest gatherings, typically consumed neat from steel cups. For all its notoriety, tharra is an agricultural expression: seasonal cane crush yields surplus molasses and jaggery, encouraging home distilling. Safer versions mimic light rum when diluted and rested; many drinkers temper the burn with salt, lemon, or spiced chickpeas. Travelers should approach with caution and prioritize licensed venues, as quality control is the difference between a rustic spirit and a health hazard.

Kalash Grape Wine of Chitral Festivals

In the remote Kalash valleys near Chitral, winemaking persists as part of an animist-tinged tradition distinct from mainstream Pakistan. Families cultivate hardy grape varieties at elevations around 1,500–2,000 meters, where dry, sunny summers encourage ripening. Grapes may be sun-wilted to concentrate sugar, then crushed and fermented in earthenware or food-grade plastic, yielding a rustic wine roughly 9–13% ABV. The taste ranges from semi-sweet to dry, often with raisined fruit, mulberry-like tones, and a faint herbal edge from stems and local yeast. Wine accompanies major Kalash festivals—Joshi in spring, Uchal at harvest, and Chaumos at the winter solstice—poured from jugs into shared cups during songs and circle dances. While grapes dominate, households sometimes blend small amounts of other mountain fruit. Availability is highly local: you're most likely to

encounter it around village guesthouses during festivities, where it represents hospitality and cultural continuity. The winemaking cycle follows the highland climate—harvest before early frosts, cellar through cold months—and illustrates how geography and belief sustain a beverage few associate with Pakistan.

Hunza Apricot Arak (Gilgit–Baltistan)

Hunza's orchards produce abundant apricots, and with them a tradition of fermenting and distilling stone fruit into a clear brandy locals colloquially call arak. Ripe apricots are crushed—with or without pits—fermented on natural or baker's yeast, then double-distilled in copper pot stills. The result, typically 35–45% ABV, captures vivid aromas of dried apricot, almond and marzipan (especially when kernels are included), and a peppery mountain freshness. Families around Karimabad and the wider Hunza–Nagar area may age arak briefly in glass demijohns to soften it; others drink it unaged, chilled by mountain nights. It appears at family gatherings and select community celebrations, especially in winter when a warming sip offsets subzero temperatures. Some households also make a lighter apricot wine for summer meals. Fruit spirits are a practical response to short growing seasons: distilling preserves a perishable crop and concentrates flavor. Visitors with local hosts may be offered a small glass alongside dried fruit and nuts; in town centers like Gilgit, versions occasionally reach private clubs and licensed venues that cater to permit holders.

Murree Beer: Colonial Legacy, Modern Lager

Pakistan's best-known legal alcohol is beer from Murree Brewery, founded in 1860 in the Himalayan foothills and now based in Rawalpindi. The flagship is a pale lager in the 4–6% ABV range, brewed with malted barley, adjunct grains, and continental hops for a crisp, lightly bitter profile with notes of grain, cracker, and faint floral spice. Seasonal or stronger variants can reach up to 8% ABV. While not indigenous in the way palm or fruit drinks are, Murree Beer is entrenched in the country's drinking landscape: it supplies diplomatic clubs, a handful of hotel bars in cities such as Karachi, and licensed shops serving non-Muslim customers with permits. The brewery's survival reflects both demand and regulation—operating within strict controls while maintaining quality consistent with international lagers. Cold beer suits Pakistan's hot summers and pairs easily with grilled meats and spicy snacks. For travelers, it is the most accessible taste of Pakistani alcohol, a living relic of the Raj adapted to contemporary legal and cultural realities.

Source: www.sunheron.com





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The Rum Laboratory

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Join us as we explore the world of
rum spices and flavors!
In this series you will learn to flavor
your own Rums and to create your
own Liqueurs and Creams.



The Rum University® Laboratory

Presents

making your own Mamajuana Rum Aphrodisiac

Lemon and mint are a refreshing What is a mamajuana (also known as “Mama Juana”)? We get asked this question a lot, apparently many of our readers have been travelling to the Dominican Republic, where they are being exposed to this beverage.

The “mamajuana”, or “mama Juana,” “damajuana” or “dama Juana” is a beverage native to the Dominican Republic, where it is made by combining rum, wine, honey and ingredients as varied as the people making it and as unique as the needs of the customers requesting it.

We first published information about the mamajuana in May 2002, then in December 2002 and later on the January 2003 issue of “Got Rum?”. The questions, however, kept pouring in via email, fax, even by phone! We finally decided to put all the answers we’ve provided over the past decade into a single article.

Q: Where does the name come from?

A: In order to answer this question we must first introduce a definition.

Demijohn: [DEHM-ee-jon] *A large squat bottle with a short narrow neck and usually covered in wicker.*

Demijohns can hold from 1 to 10 gallons. The word is thought to be derived from the French "*Dame Jeanne*" (Lady Jane), a term which is also still used to describe this bottle. In the Spanish-speaking countries, Dame Jeanne was transformed into "*Dama Juana*" and later, in some places, into "*Mama Juana*" (mother Jane). So the name "mamajuana" is a derivation of demijohn, which is the name of the container/bottle originally used to prepare and store the maceration.

Q: How is the mamajuana made?

A: The first step is to gather the ingredients, most of the popular ones are listed here, but there are many, many variations which require more or fewer. A popular optional ingredient is the desiccated penis from a sea turtle ("miembro de carey" in Spanish), which is used to enhance the aphrodisiac nature of the drink.

Mamajuana's Most Common Ingredients:

- Albahaca (Basil)
- Anamú (Guinea Henweed)
- Anis Estrellado (Star Anis)
- Bojuco Caro (Princess Vine)
- Bojuco Chino (China Root)
- Bojuco de Palo Indio (Chew Stick)
- Bojuco de Tres Costilla (Basket Wood)
- Canela de Tierra (Cinnamon)
- Clavo (Whole Clove)
- Guauci (Minnie Root)
- Hoja de Canelilla (Rose Wood Leaf)
- Juana La Blanca (Button Weed)
- Manzanilla (Chamomile)
- Marabeli, Nigua (Cornutia)
- Osua (Bay Rum Tree)
- Palo Brasil (Brazil Wood)
- Raiz de Coco (Coconut Palm Root) and
- Timacle (West Indian Milkberry)



The process of making the drink involves introducing the ingredients, cut into small pieces, into a large glass bottle, then curing the ingredients by soaking them with cheap wine or rum and a bit of honey for a couple of days (up to a week or two, depending on how fresh or bitter they are), then discarding the liquid and re-filling the bottle with better quality rum. Once properly cured, the ingredients stop imparting bitterness into the liquid they are mixed with and start infusing it with more delectable aromas and flavors.

Q: How many times can I re-use the ingredients?

A: Some people suggest that you should not re-use them more than 4-6 times, while others suggest the longer you re-use them the better they get. The answer is entirely up to you. Once you feel you've extracted all the (desirable) taste out of the ingredients, it will be time to start a new batch.

RUM IN THE NEWS

by Mike Kunetka



These are the most recent and noteworthy headlines in the rum industry. If you want us to share your news with our readers, please send me an email to: Mike@gotrum.com.

THE DONN OF TIKI DVD

In the February 2026 issue of Got Rum, I interviewed Max Well and Alex Lamb, the directors of the documentary, The Donn of Tiki, the colorful story of Don Beach, aka Don the Beachcomber. The film has been shown at special screenings around the country, at various film festivals and at tiki events. Starting this month, it will be available as a Special Edition Blu-ray DVD. Along with the feature film, the set will include over eight hours of bonus material:

- Eight deleted or extending scenes
- Five featurettes covering Finding Donn's Voice (The Donn Beach Audio Tapes), Bringing Donn to Life (Animation), Beachcomber Holiday (Music), A Fabricated Story (Production Design) and The Heart of the Story (Phoebe Beach and her Donn Archive)
- Archival footage of a party at Donn's Encino, California home from 1946 shot by Red Skelton
- Six cocktail tutorials from the bartenders

featured in the film

- Exclusive episodes of The Desert Oasis Room Podcast, in which the crew is interviewed by Adrian Eustaquio
- An 8-page booklet containing director letters from Alex Lamb and Max Well, the 10-chapter list, a bonus features guide, and credits

<https://www.TheDonnOfTiki.com>

KOLOA RUM COMPANY

Kōloa Rum Company has announced the appointment of Duke Yadao as Head of Distillery Operations. Yadao has spent nearly a decade learning the nuances of craft rum production from the ground up. Since joining Kōloa Rum in 2018, Yadao has worked across nearly every stage of production, building hands-on expertise and a deep understanding of the brand that he now brings to his leadership of the distillery's operations. For Yadao, being named Head of Distillery Operations, represents a full-circle moment. Born in Kalaheo, Hawai'i, where Kōloa Rum is made, Yadao grew up on his family's farm, tending to cattle and growing vegetables. His upbringing gave him a deep connection to the land and the island's agricultural traditions, while also shaping his appreciation for the ingredients, craftsmanship and sense of place that are central to Kōloa Rum. "I'm excited to step into this role and grateful for the support of my 'ohana, both at home and here at Kōloa," said Duke Yadao. "I've learned so much from the people around me over the years, and I'm grateful for the opportunity to carry that experience forward. My goal is to continue making a rum that reflects where we come from and allows people to experience The Spirit of Aloha wherever they are."

Kōloa also announced a new collaboration with Honolulu's acclaimed tiki destination, Skull & Crown Trading Co., to introduce an exclusive private-label ready-to-drink (RTD) Pineapple Passion cocktail that combines Kōloa Kaua'i White Rum with pineapple and passion fruit purée, creating a refreshing expression of tropical island flavors. Produced on the Garden Isle of Kaua'i, the cocktail showcases Kōloa's handcrafted rum and the vibrant flavors of Hawai'i and is available at the Skull & Crown Trading Co. bar. The Pineapple Passion RTD is also featured at Mauka Warriors, an immersive Polynesian cultural experience and dinner show, where it serves as the base for the venue's signature Mai Tai.

In other news, the Kōloa Rum Company Store & Tasting Room sustained some damage from recent hurricane Lowell, requiring them to temporarily close while their team worked

to get things back in order. Throughout the recovery, their focus remained on their 'ohana, their neighbors and taking care of one another. As part of that effort, the team delivered Kōloa Rum cakes to those working hard to help get Kaua'i back up and running. They look forward to welcoming guests back to their Company Store and Tasting Room shortly in October! <https://koloarum.com/>

If you're looking for a way to help the people of Kaua'i, Koloa suggests you might consider these local and statewide organizations:

Hawai'i Community Foundation

(<https://www.hawaiicommunityfoundation.org/>)

Mālama Kaua'i (<https://malamakauai.org/donate/>)

Hawai'i Foodbank (<https://hawaiifoodbank.org/>)

BLUE CHAIR BAY RUM

Blue Chair Bay Rum, a collection of premium rums founded and created by award-winning singer-songwriter Kenny Chesney, is bringing a taste of escape this fall with the launch of a new, limited-edition Pumpkin Spiced Rum Cream. The brand's first-ever seasonal release, and the first new flavor innovation in three years, Pumpkin Spiced Rum Cream expands Blue Chair Bay's award-winning lineup with a smooth pour, crafted for the busiest social season of the year. "While Irish and bourbon creams typically own the cream liqueur conversation, Blue Chair Bay Pumpkin Spiced Rum Cream offers a fresh take on the category," said Anthony Moniello, Next Century Spirits CEO. "Made with real spice, pumpkin and cream, it delivers that signature fall flavor with fewer calories in a lighter pour, approachable, versatile and perfect for effortless entertaining." BlueChairBayRum.com

DESTILERÍA SERRALLÉS

Destilería Serrallés, Inc. announced the appointment of Martin Guzman as Chief Executive Officer of the company and its subsidiaries. Guzman brings more than two decades of experience leading global organizations and executing growth strategies. Throughout his career, he has led operations across North America, Europe, Latin America, the Caribbean, Asia, the Middle East and Africa. "Martin's arrival marks a new chapter in the history of Destilería Serrallés. His international experience and broad business perspective complement the strength of our organization, supporting the continued execution of our growth strategy and the advancement of our brands. His leadership will help us build on our accomplishments while preserving the legacy and values that have

distinguished Serrallés for generations,” said the Board of Directors of Destilería Serrallés. <http://destileriaserralles.com/>

HOUSE OF RUM

To celebrate the 20th anniversary of UK RumFest, independent bottler House of Rum has released a single cask 20-year-old rum from Barbados. The release was distilled at Foursquare Distillery in 2006 and is bottled at cask strength of 56.5% ABV. The rum spent fourteen years in an American Oak barrel in Barbados and then shipped to Scotland in 2020, where it spent six years in ex-bourbon casks. House of Rum founder David Howarth told Spirit Business “This is a very exceptional bottling, but it has to be, to mark the important 20th birthday of UK RumFest, the oldest rum festival in the world.” <https://house-of-rum.com/>

SAVANNA DISTILLERY

The Savanna Distillery continues its exploration of the many facets of Reunion Island rum with the launch of three new vintages with distinct profiles and ambitions: AGA 57, a traditional High Ester white rum designed for the world of mixology; Unshared Cask France 2026, a limited-edition single cask aged rum exclusively reserved for the French market; and Eternal Summer, a new collection born from a collaboration with the independent bottler The Colours of Rum.

AGA 57 - A new traditional, high-ester white rum, born in Reunion Island from the meeting of two expressions of rum: an agricultural rum, made from cane juice and a Grand Arôme, made from a long fermentation of molasses. Both are distilled in the distillery's new copper column still, which takes over from the iconic Savalle column and opens a new chapter in Savanna's creative history. Bottled at 57% ABV, AGA 57 was designed for mixology. Its intense aromatic profile brings depth, character, and freshness to cocktails, from classic recipes to the most daring creations. With 190.5 g/HAP of esters and 411.3 g/HAP of congeners, this new vintage asserts an expressive identity, destined to become a true playground for bartenders.

Unshared Cask France 2026 - Through its Unshared Cask collection, Savanna showcases unique casks, selected to give birth to exclusive editions. Cask no. 918 gives rise to a traditional Extra Vieux Trad G 6-year-old rum, aged in a tropical climate in the heart of the distillery's humid cellar, in an ex-cognac cask. Bottled at 59.9% ABV, this single cask reveals a singular expression of the Savanna style, shaped by the personality of the cask and the tropical aging conditions. Unshared Cask France 2026 is exclusively reserved for the French market.

Eternal Summer - For this inaugural edition, Savanna is partnering with The Colours of Rum, an independent bottler renowned for its exacting selections and uncompromising approach. This collaboration is driven by a shared passion: to reveal rare rums in their most authentic expression. This first edition takes the form of a single cask made from the blend of two Savanna rums: a traditional 6-year-old rum and an 8-year-old high-ester HERR rum. The choice of this expression was made by Magdalena Reszke, for its energy, texture and vibrant finish, giving birth to a unique profile that fully reflects the spirit of this new collection. With Eternal Summer, Savanna and The Colours of Rum offer a free and contemporary interpretation of Réunion rum, at the crossroads of know-how, passion and creativity. With these three new references, Savanna once again affirms its desire to explore all dimensions of Réunion rum: from innovation in the service of mixology with AGA 57, to the selection of unique casks with Unshared Cask, to international collaborations with Eternal Summer. This approach reflects the distillery's desire to bring together expertise, creativity and experimentation, to reveal ever-singular expressions of rum from Reunion Island. <https://en.savanna.fr/>

DIAGEO MID-STRENGTH

Diageo has launched mid-strength versions of its biggest brands in an attempt to capitalize on the moderation trend, releasing Captain Morgan, Smirnoff and Gordon's at 20% ABV in the UK. Due to definition regulations for gin, rum and vodka, all three will be described on their packaging as 'spirit drinks'. “When socializing today, consumers want choice and it's our job to ensure that our brands offer something for every occasion, including different ABV options,” said Mark Sandys, Chief Product Officer at Diageo. “Consumers expect great taste and quality from brands they know and love and we've worked hard to ensure that these new products from Smirnoff, Captain Morgan and Gordon's deliver the same great flavor, with just less alcohol.” The products are being launched together as a range with a uniform teal color across all three bottles in an attempt to give mid-strength spirits its own identity in store. <https://www.diageo.com/en>

RIVIÈRE DU MÂT DISTILLERY

To celebrate one hundred and forty years of Réunion's local heritage, Rivière du Mât has brought together in a single bottle the flavors and aromas of its Réunion terroir, a challenge met with precision by Jean Grondi,

Cellar Master of the distillery and an expert in the aging of fine rums. Cuvée Exquise 1886 combines a traditional 22-year-old rum and a 27-year-old rum agricole, aged in 400-liter French Cognac-style casks. Rivière du Mât will also release five new rums this month, each showcasing a different finish:

- Cognac Finish - This blend combines the elegance of Cognac with the character of Réunion rum. After a few months of finishing, this VSOP rum develops aromas of currants, muscat grapes, and grey pepper, accompanied by a pleasant freshness on the palate.
- Cask Strength Cognac Finish - After aging in the tropics, this XO rum underwent several months of finishing in ex-Cognac casks, allowing this cask strength rum to reveal its full power. Notes of candied fruit, honey, and marzipan unfold on the palate, leading to a full-bodied experience with flavors of caramel, cocoa, and dried fruit.
- White Pineau Finish - Original and generous, this VSOP rum benefits from a several-month finish in Pineau Blanc casks. Aromas of exotic fruits, grilled pineapple, honey, and sweet spices linger on the palate with pastry-like notes, offering a truly indulgent tasting experience.
- Sauternes Finish - The refined sweetness of Sauternes meets the warm notes of Réunion rum. Aromas of dried apricots, candied raisins, dried flowers, and honey precede a fruity, balanced, and particularly indulgent palate.
- Cask Strength Calvados Finish- Aged for several months in ex-Calvados casks, this XO rum captivates with its rich and original profile. Ripe apple, tarte Tatin, and gingerbread dominate its generous nose. Meanwhile, the palate reveals freshness, sweet spices, and a long, delicately spiced finish.

<https://www.rivieredumat.com/>

PLANTERAY

With the new edition of its Extreme series, Planteray pays tribute to the people who have shaped, and continue to shape the story of rum, people who have devoted decades to their craft, passing on knowledge, preserving techniques and pursuing character without ever taking shortcuts.

Meet Thierry, Laurie, Romel, Digger, Soneel, Mike and Vivian:

- Haiti 2005 salutes Thierry Gardère at Barbancourt. Distillery: Barbancourt; Raw material: cane juice; Fermentation: 2 to 3 days; Distillation: column still; Aging: 19 years on site (ex-bourbon casks) and 1 year

in France (ex-cognac cask); Bottled at 43.8% ABV

- Saint Lucia 2009 remembers Laurie Barnard at St. Lucia Distillers. Distillery: St. Lucia Distillers Ltd; Raw material: molasses; Fermentation: 1 to 2 weeks; Distillation: pot still; Aging: 13 years on site (ex-bourbon casks) and 3 years in France (ex-cognac cask); Bottled at 55.0% ABV
- Belize 2006 recognizes Romel Perdomo at Traveller's Distillery. Distillery: Travellers's Distillery; Raw material: molasses; Fermentation: 3 to 4 days; Distillation: column still; Aging: 15 years on site (ex-bourbon casks) and 4 years in France (ex-cognac cask) Bottled at 60.4%.
- Barbados D.A.S.H. celebrates the 45-year career of Henderson "Digger" Skinner at Stade's West Indies Rum Distillery. Distillery: Stade's West Indies Rum Distillery; Raw material: molasses; Fermentation: between 2 days and 2 weeks; Distillation: column still and pot still; Aging: 2 years on site (ex-bourbon casks) and 1 year in France (ex-cognac cask; Bottled at 59.0% ABV
- Fiji Islands 2007 honors Soneel Raj and Mike Spencer at Rum Company of Fiji. Distillery: Rum Co of Fiji; Raw material: molasses; Fermentation: 4 to 5 days; Distillation: pot still; Aging: 14 years on site (ex-bourbon casks) and 4 years in France (ex-cognac cask); Bottled at 57.8% ABV
- Jamaica MMW 1998 is a tribute to Vivian Wisdom at Clarendon Distillery. Distillery: Clarendon Distillery Ltd.; Raw material: molasses; Fermentation: 2 to 3 weeks; Distillation: pot still; Aging: 26 years on site (ex-bourbon casks) and 1 year in France (ex-cognac cask); Bottled at 52.0% ABV

<https://planterayrum.com/>

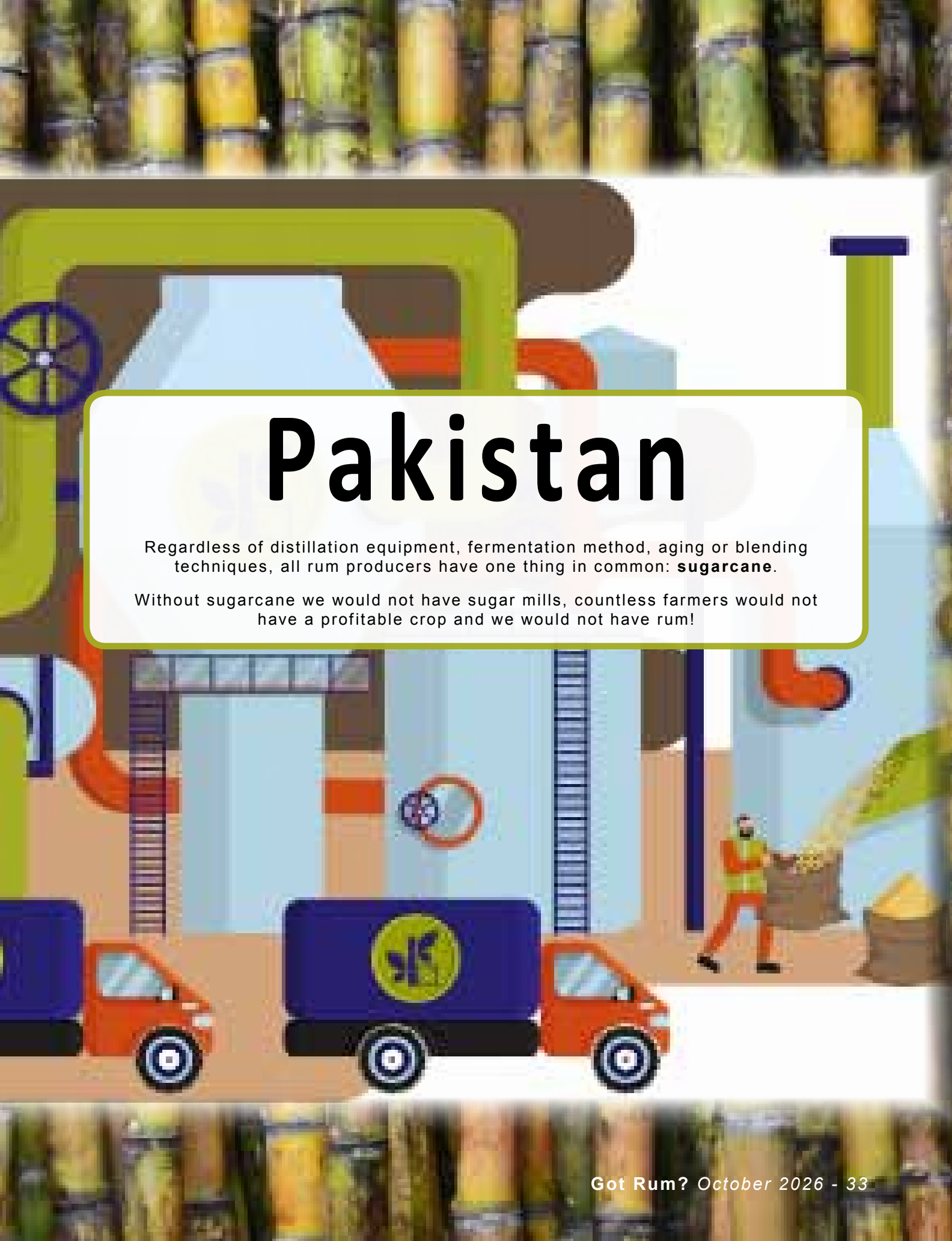
EL DORADO

El Dorado is proud to unveil its latest limited-edition release: the El Dorado Master Blender Special Edition 14-Year-Old Rum, celebrating 14 remarkable years as the Official Spirit of the Caribbean Premier League (CPL). It is a distinctive blend of marques from the historic Uitvlugt French Savalle, Diamond Copper Coffey and Versailles Single Wooden Pot Stills. Aged for at least 14 years in ex-Bourbon American oak casks, it reveals rich tropical dried fruit, vanilla, citrus and dark spice, with a smooth palate of gentle tannins, clove and nutmeg, a celebration of Guyana's rum heritage and cricketing spirit. Now available in Guyana and the Caribbean. <https://theeldoradorum.com/>



The Sweet Business of Sugar

THE Rum
UNIVERSITY



Pakistan

Regardless of distillation equipment, fermentation method, aging or blending techniques, all rum producers have one thing in common: **sugarcane**.

Without sugarcane we would not have sugar mills, countless farmers would not have a profitable crop and we would not have rum!

Required Report: Required - Public Distribution

Date: April 20, 2026

Report Number: PK2026-0005

Report Name: Sugar Annual

Country: Pakistan

Post: Islamabad

Report Category: Sugar

Prepared By: Waqas Farooq

Approved By: Mark Dries

Report Highlights:

Sugar production for the 2026/27 season is forecasted to reach 6.85 million tons, which is marginally lower than 2025/26. This outlook is based on same harvested area, average sugar recovery, and normal cane yield. With Pakistan's brisk population growth and growing demand from the food processing sector, a continued moderate uptrend in sugar consumption is anticipated. Given the stable demand and supply conditions, the government is likely to permit sugar exports; therefore, 300,000 tons are forecasted for export in the 2026/27 season.

SUGARCANE

Production:

Sugarcane production for centrifugal refining during the 2026/27 season is anticipated to reach 84.5 million metric tons, about the same as 2025/26 production. This forecast is based on an average yield of 69.8 metric tons per hectare (MT/Ha) and normal weather conditions. Area and production of sugarcane are anticipated to remain stable due to better returns. National sugarcane area remained level in 2025/26; Punjab province registered an increase both in area and production, while Sindh tallied a minor reduction. Yields remained broadly steady at the national level, supported by favorable growing conditions in key production zones. Overall, Pakistan's cane production increased slightly, reflecting improved crop management in Punjab and moderate recovery in its producing regions. Despite some regional variability, the 2025/26 crop provided adequate supplies for the sugar industry and contributed to a sufficient carryover for the next marketing year.

Pakistan's sugarcane production is heavily concentrated in Punjab and Sindh provinces, which contributed 72% and 21% of this year's output, respectively. Khyber Pakhtunkhwa (KPK) and Baluchistan account for the remainder at 6% and 0.7% of national production. The Bahawalpur and Rahimyar Khan divisions in Punjab and the Sukkur division in Sindh together represent more than half of the total area dedicated to sugarcane cultivation. Most cane crushing mills are also located in Punjab and Sindh.

Over the past few years, cotton cultivation in Rahim Yar Khan has been steadily declining, with some of the area already shifted to sugarcane. The district currently hosts six big sugar mills with major crushing capacity, while additional mills near the Sindh-Punjab border are also sourcing sugarcane from the area. This robust presence of sugar industry establishments in the area has incentivized farmers to switch towards sugarcane planting there, but in the future, the increase in planting is also contingent on the still-unfolding sugar deregulation policy. While some cotton acreage has been converted to other crops, including sugarcane, over the past several years, it is unclear how much further this trend will go. The government's efforts to implement crop zoning for maintaining local cotton acreage could stem the tide, but if unsuccessful, some modest growth in sugarcane area can be expected in the future.

Sugarcane normally follows a 3–4-year production cycle, which means that area and output generally remain stable unless the crop faces severe weather shocks or growers experience a prolonged downturn in profitability. Thus far in 2026, Pakistan received rainfall in March following a pronounced three-month dry spell. This precipitation improved irrigation water availability and is expected to support the growth of the 2026/27 summer sugarcane crop.

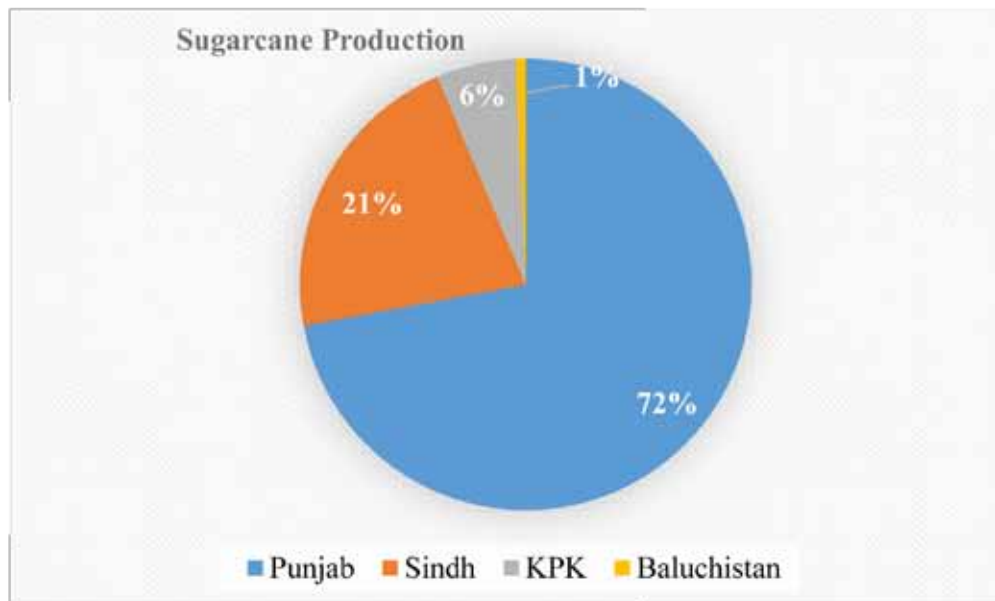
Sugarcane is widely regarded as a crop suited to and favored by large-scale farmers in Pakistan. A key factor driving that characteristic is the challenge posed by proper post-harvest handling, especially at the start of the crushing season. Since harvested cane cannot be stored for extended periods without losing sucrose content, growers with adequate resources immediately transport their crops to mills using their own vehicles. Even then, they often face long queues before off-loading. Smallholders, by contrast, frequently sell their cane to intermediaries at below-market prices; or in some cases, simply sell the standing crop to avoid the labor and time required for harvesting and transport.

An estimated 5–10 percent of total sugarcane production is diverted to jaggery, open-stall sales, and other small-scale uses. This pattern is expected to increase in the 2026/27 marketing year, especially as ongoing government plans to deregulate Pakistan’s sugar policies go forward, under which farmers will have no restriction on cane use.

Table 1: Sugarcane Production Areas

Zones	Sugarcane Area	Province
Indus Delta	Thatta, Badin	Sindh
Southern Irrigated Plains	Rahim Yar Khan,	Punjab
	Sukhur, Larkana, Khairpur, Gotki	Sindh
Northern Irrigated Plains	Faisalabad, Jhang, Chiniot, Gujranwala, Sargodha.	Punjab
	Peshawar and Mardan, Charsada	KPK
Sandy Deserts	Muzaffargarh, Minawali	Punjab
Sulaiman Piedmont	DI Khan, DG Khan	KPK, Punjab

Figure 1: Production of Sugarcane by Province



Source: Sugar Industry and MNFSR

Table 2: Sugar Cane Production, Supply and Distribution (1000 HA), (1000 MT)

Sugar Cane for Centrifugal	2024/2025		2025/2026		2026/2027	
Market Year Begins	Oct 2024		Oct 2025		Oct 2026	
Pakistan	USDA Official	New Post	USDA Official	New Post	USDA Official	New Post
Area Planted (1000 HA)	1,210	1,210	-	1,210	-	1,210
Area Harvested (1000 HA)	1,210	1,190	-	1,200	-	1,210
Production (1000 MT)	83,500	83,500	-	84,500	-	84,500
Total Supply (1000 MT)	83,500	83,500	-	84,500	-	84,500
Utilization for Sugar (1000 MT)	83,500	83,500	-	84,500	-	84,500
Utilization for Alcohol (1000 MT)	-	-	-	-	-	-
Total Utilization (1000 MT)	83,500	83,500	-	84,500	-	84,500
OFFICIAL DATA CAN BE ACCESSED AT: PSD Online Advanced Query						

Table 3: Sugarcane Minimum Support Price (MSP) by Province (\$/Ton)

Year	Punjab	Sindh	KPK
2019-20	29.7	30.0	29.7
2020-21	28.4	28.7	28.4
2021-22	24.9	25.1	24.9
2022-23	26.5	26.7	26.5
2023-24	36.0	38.2	36.0
2024-25	0	36.0	0
2025-26	0	0	0

Source: Provincial Agriculture Departments and PSMA

SUGAR, CENTRIFUGAL

Production:

Pakistan's 2026/27 sugar production is forecast at 6.85 million tons, slightly below the revised estimate for 2025/26. The forecast assumes average sucrose recovery, normal weather conditions, and stable yields across major producing regions. During 2026/27, the Government of Pakistan is expected to withdraw or significantly reduce involvement in the sugar sector, which will have mixed implications for both growers and millers. Smallholders are likely to face more exposure to price volatility, while larger, better-resourced growers may benefit from improved crop management and efficiency gains. For

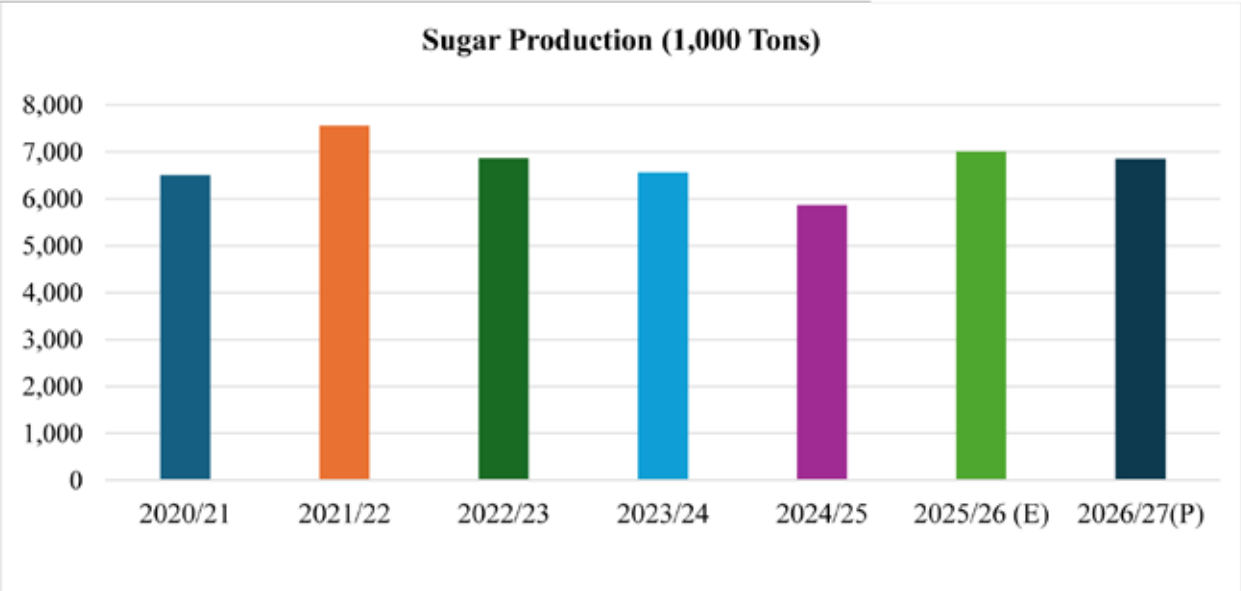
mill owners, the policy shift offers greater operational flexibility, including greater ability to negotiate cane prices, manage inventories, and pursue export opportunities. At the same time, this autonomy exposes mills directly to global price swings and removes policy tools that previously helped cushion financial risk.

Pakistan’s plans for reduced government involvement could enhance overall market efficiency, but these changes may also heighten risk for growers and intensify competition between mills. On balance, the 2026/27 outlook of most market observers seems cautiously optimistic, with stable production, firm domestic demand, and the potential for improved market efficiencies as the sector starts transitioning toward a more market-driven environment.

The 2025/26 sugarcane crushing season officially began on November 15, 2025, in line with federal and provincial directives emphasizing strict enforcement of the start date, transparent weighing practices, and timely payments to growers. By mid-November, several mills had already initiated operations. Crushing activity then accelerated significantly from mid-December onward.

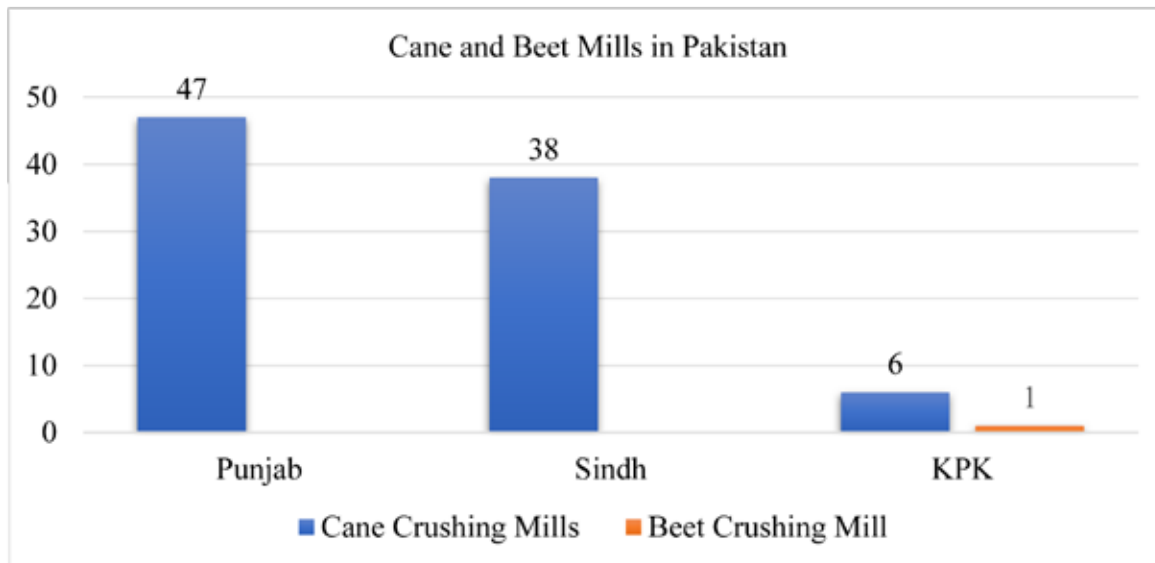
As of end March, mills in Punjab had produced nearly 4.8 million tons of sugar, supported by higher recovery rates and improved operational efficiency. In contrast, Sindh and Khyber Pakhtunkhwa recorded lower crushing volumes, despite modest gains in recovery. Based on the general strength in sugar refining output, national sugar production for 2025/26 is revised upward to approximately 7 million tons.

Figure 2: Sugar Production in Pakistan (1,000 Tons)



(E)= Estimated, (P)= Projected

Figure 3: Sugar Mills in Pakistan (total number)



Source: Pakistan Sugar Mills Association (PSMA)

Consumption:

Sugar consumption for 2026/27 is forecast at 6.8 million tons, reflecting steady growth driven by Pakistan's population increases and growing demand from the domestic food processing sector. Sugar remains a routine part of household diets across both rural and urban areas, with the household segment accounting for an estimated 60 percent of total use. Industrial consumption continues to rise, supported by bakeries, confectioners, and packaged food manufacturers, which collectively consume about 25 percent of national demand. The remaining 15 percent is absorbed by beverage producers, industrial users, and the dairy sector; particularly in flavored milk, yogurt, and smaller segments such as pharmaceuticals. Overall, Pakistan's sugar is consumed in various sectors, but domestic household use remains the highest.

As an important staple commodity, sugar continues to receive close policy attention from the government, particularly with respect to ensuring availability and limiting price volatility. In previous years, the government provided targeted consumer subsidies through state-run retail outlets; however, the closure of these outlets and the phase-out of subsidy programs has shifted the landscape to market-based pricing. As a result, sugar is now sold at prevailing market rates, which currently average \$0.72 per kilogram. Low-income household assistance has transitioned primarily to cash-based social protection mechanisms such as the Benazir Income Support Program (BISP) rather than direct commodity subsidies. Based on available data indicating an increase in domestic consumption through March 2026, total domestic use for 2025/26 has been revised upward to 6.6 million tons.

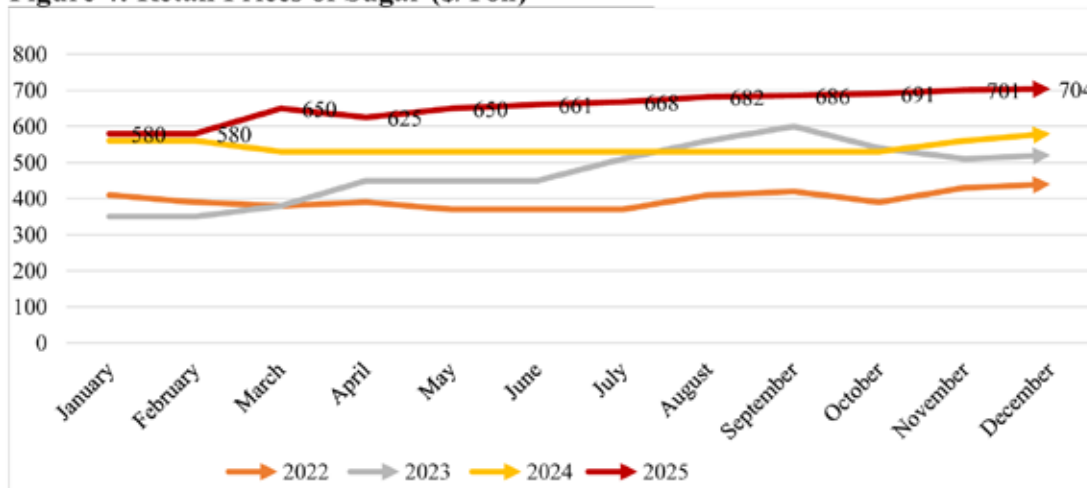
Trade:

Domestic sugar production and carry-in stocks in 2026/27 are forecast to remain sufficient to meet projected domestic consumption, and no sugar imports are anticipated. Although overall supplies are expected at adequate levels, the 2026/27 sugar export forecast is reduced to 300,000 metric tons due to government caution regarding potential impacts on domestic prices. The Pakistan Sugar Mills Association (PSMA) continues to press for a larger export quota, arguing that timely exports are necessary to manage increasing inventory costs, support mill liquidity, and generate foreign exchange earnings. For 2025/26, industry sources estimate a sugar surplus of about 1.1 million metric tons. The government remains cautious, however, citing past episodes in which sugar exports contributed to higher domestic prices.

The government will consider the 2026/27 export volume once official production and stock estimates are available. The final export policy direction will also be informed by further market developments in the current season of 2025/26. If domestic prices remain stable and supplies prove comfortable, the government may raise the export quota. However, if market tightness develops or prices strengthen significantly, authorities are likely to maintain or further constrain export volumes.

International market conditions currently favor Pakistan's sugar export potential for both the current and upcoming seasons, offering competitive margins for exporters. According to industry contacts, nearby regional importers have expressed interest in sourcing sugar from Pakistan, while buyers in the Middle East are seeking to diversify supply sources in response to ongoing disruptions in Red Sea and Gulf shipping routes. The Government of Pakistan is reviewing export options within the framework of its still-evolving plans for sugar sector deregulation. However, final export volumes will remain contingent on domestic supply availability and price stability. Given the high sensitivity of sugar prices for consumers, the government continues to adopt a cautious approach toward export authorizations, instead prioritizing adequate domestic supplies and stable retail prices over expanding export sales.

Figure 4: Retail Prices of Sugar (\$/Ton)



Stocks:

Ending stocks for 2026/27 are forecasted at 1.97 million tons, supported by stable cane production and higher domestic consumption. Cane output is expected to remain steady, ensuring consistent supplies throughout the marketing year. Stocks will remain elevated due to strong production in 2025/26, which is likely to exceed domestic requirements. The surplus sugar from 2025/26 will carry over as beginning stocks in 2026/27. Despite the outlook for increased consumption, the combination of stable production and substantial carryover supplies is expected to maintain total stocks near 2 million tons in 2026/27.

Policy:

The most significant policy development anticipated in 2026/27 is the Government of Pakistan's planned withdrawal from direct involvement in the sugarcane market. In December 2025, the government initiated a major policy shift intended to deregulate the sugar sector and move toward a market-driven framework. To oversee this transition, a ministerial committee was established with representation from the Ministries of Finance, National Food Security & Research, Economic Affairs, and Power, as well as the Special Assistant to the Prime Minister on Industries. A draft national sugar policy has been finalized at the federal level and circulated to provincial governments for review. Punjab has expressed support for the proposed reforms, while Sindh and the other provinces continue to evaluate the policy within their respective cabinets, consistent with agriculture's provincial jurisdiction under the 18th Amendment.

The proposed reforms will reportedly reduce government oversight and involvement targeted on three areas: farm-level regulation, industry level regulation, and sugar trade. At the farm level, growers would be permitted to cultivate any sugarcane variety and sell their crop to any mill or divert it for jaggery (gur) production, without government restrictions. The policy would abolish the long-standing support price system, allowing sugarcane prices to be determined by market forces. It also recommends lifting the freeze on the establishment of new sugar mills to promote competition and private investment. In the international trade domain, the removal of government controls on sugar imports and exports would enable the sector to respond more freely and effectively to domestic supply dynamics and international market conditions.

Growers have expressed concern that the elimination of indicative or minimum prices could result in lower farm-gate returns. To address these concerns, the government plans to retain the Sugar Advisory Board (SAB) as a consultative mechanism to help safeguard grower interests. Overall, the proposed reform characterizes a major shift in Pakistan's domestic agricultural and trade policy, with the objective of improving efficiency, competitiveness, and transparency across the sugar value chain. Although the ministries were tasked to complete the deregulation process by March 30, 2026, the policy is still under review and discussion, and the government has not yet announced a formal decision.

Table 4: Sugar Production, Supply and Distribution (1000 MT)

Sugar, Centrifugal	2024/2025		2025/2026		2026/2027	
Market Year Begins	Oct-24		Oct-25		Oct-26	
Pakistan	USDA Official	New Post	USDA Official	New Post	USDA Official	New Post
Beginning Stocks (1000 MT)	3,392	3,392	1,952	1,952	0	2,162
Beet Sugar Production (1000 MT)	60	60	60	60	0	60
Cane Sugar Production (1000 MT)	5,800	5,800	6,150	7,000	0	6,850
Total Sugar Production (1000 MT)	5,860	5,860	6,210	7,060	0	6,910
Raw Imports (1000 MT)	0	0	0	0	0	0
Refined Imp. (Raw Val) (1000 MT)	0	0	500	250	0	0
Total Imports (1000 MT)	0	0	500	250	0	0
Total Supply (1000 MT)	9,252	9,252	8,662	9,262	0	9,072
Raw Exports (1000 MT)	0	0	0	0	0	0
Refined Exp. (Raw Val) (1000 MT)	700	700	50	500	0	300
Total Exports (1000 MT)	700	700	50	500	0	300
Human Dom. Consumption (1000 MT)	6,600	6,600	6,300	6,600	0	6,800
Other Disappearance (1000 MT)	0	0	0	0	0	0
Total Use (1000 MT)	6,600	6,600	6,300	6,600	0	6,800
Ending Stocks (1000 MT)	1,952	1,952	2,312	2,162	0	1,972
Total Distribution (1000 MT)	9,252	9,252	8,662	9,262	0	9,072
OFFICIAL DATA CAN BE ACCESSED AT: PSD Online Advanced Query						

Table 5: Retail Sugar Prices (\$ /Kg)

Months	2020	2021	2022	2023	2024	2025
January	0.48	0.52	0.41	0.35	0.56	0.58
February	0.50	0.52	0.39	0.35	0.56	0.58
March	0.51	0.56	0.38	0.38	0.53	0.65
April	0.51	0.55	0.39	0.45	0.53	0.62
May	0.51	0.55	0.37	0.45	0.53	0.65
June	0.51	0.56	0.37	0.45	0.53	0.66
July	0.53	0.58	0.37	0.51	0.53	0.68
August	0.59	0.60	0.41	0.56	0.53	0.68
September	0.61	0.61	0.42	0.60	0.53	0.68

October	0.62	0.59	0.39	0.54	0.53	0.69
November	0.62	0.55	0.43	0.51	0.56	0.69
December	0.52	0.52	0.44	0.52	0.58	0.70
Average	0.54	0.56	0.40	0.47	0.58	0.70
Dollar	\$=Rs.160	\$=Rs.176	\$= Rs.226	\$= Rs.283	\$=Rs.278	\$=Rs. 278

Source: Pakistan Bureau of statistics, and Agriculture Market Information System (AMIS)

Attachments:

No Attachments





THE Rum[®] UNIVERSITY & RUM CENTRAL

Present

THE HISTORY AND SCIENCE OF THE BARREL

In the world of distilled spirits, nothing evokes elegance, sophistication and transformation more than barrel aging. The right barrels, in the right hands, can transform the mundane into the spectacular. Whether it is American, French, Colombian, Bulgarian or other oak variety, a well-made barrel is the magic chamber within which time slowly transforms the contents.

Join us as we explore the world of barrels. We'll take a deep dive into the physical and chemical transformations that take place inside the world's preferred aging vessels.





The History and Science of the Barrel

Lesson 10: Oak Alternatives, Unacceptable Shortcuts

Welcome to Lesson 10 of 12 of the Rum University's latest course! You can find previous lessons of this course by visiting the Archives page on www.GotRum.com, you can also find additional courses and material on the university's official website at www.RumUniversity.com.

Oak barrel aging is the only acceptable form of rum aging

If you've followed this Rum University course from the beginning, you should have a very clear idea by now of how important oak barrels are in the aging and character development of rum. In this lesson we explore the proper and improper role of alternatives and additives commonly found in the industry, we also bust common myths about artificial "aging" techniques.

Why do we age rum in oak barrels?

Barrels interact with the rum they contain in many ways:

- releasing wood extractives
- absorbing volatile elements
- allowing air transfer between the inside and the outside of the barrel
- releasing tannins, which affect the taste and the color of the rum
- if charred, the barrels also absorb some aromas from the rum



Chips and spirals are great at imparting color, but do nothing else when used in steel or glass containers.

Oak chips and spirals are among the most common oak enhancements being offered in the market. There is a misconception, especially among newcomers to the industry, that these are not only barrel "enhancers" but also "replacers." Nothing could be farther from the truth.

Over time, oak barrels get weaker, losing much of their ability to impart flavor to the rum they store. In the case of ex-Bourbon barrels, this typically happens after 6-10 years, depending on how long their first (Bourbon) use lasted. Once it is determined that the barrels are "weak," the Cellar Master



An oak spiral, designed to maximize the surface area oak exposed to the rum (Photo from LangdonWood)

has to either rejuvenate them (through re-charring), replace them, or “enhance” them. The enhancement can be done by introducing new oak chips or spirals into the old barrels, thus allowing them to be useful for several more years.

Anyone using these oak enhancements in glass or stainless steel containers, instead of in oak barrels, will certainly get the tannic content and the color they expect, but they will not get any of the benefits of true aging listed in the previous page. Another drawback of exposing alcohol to barrel alternatives is that, in most markets, this exposure time is not considered “true aging.”



Oak chips release color components inside glass bottles.

There are few things more amusing and comical in this industry than seeing “bottle aged” or “aged in stainless steel tanks” claims on products. We can only hope that as consumers get better educated and begin to demand “authentic” aging from distillers, that fewer companies will attempt to bypass the time-honored tradition of barrel aging.

CIGAR & RUM PAIRING

by Philip Ili Barake





My name is Philip Ili Barake, Sommelier by trade. As a result of working with selected restaurants and wine producers in Chile, I started developing a passion for distilled spirits and cigars. As part of my most recent job, I had the opportunity to visit many Central American countries, as well as, rum distilleries and tobacco growers.

But my passion for spirits and cigars did not end there; in 2010 I had the honor of representing Chile at the International Cigar Sommelier Competition, where I won first place, becoming the first South American to ever achieve that feat.

Now I face the challenge of impressing the readers of "Got Rum?" with what is perhaps the toughest task for a Sommelier: discussing pairings while being well aware that there are as many individual preferences as there are rums and cigars in the world.

I believe a pairing is an experience that should not be limited to only two products; it is something that can be incorporated into our lives. I hope to help our readers discover and appreciate the pleasure of trying new things (or experiencing known things in new ways).

Philip
#GRCigarPairing



The Warm Chance

When you live in a place with extreme weather, you learn to deal with the environment on a day-to-day basis. It can snow suddenly or it can simply be too cold to go outside. The last couple of days have been clear, while the central part of the country is experiencing light rain and cloudy skies. It was my opportunity to have a smoke outside, on the hotel's terrace.

As I prepared for the pairing, I had to decide on which cocktail to prepare, given that I had already selected the cigar I wanted to smoke: a Blue Amber from Rafael Nodal. This is a cigar that is celebrating 15 years in the aging cellar, it's dimensions are 6" x 52 gauge. The wrapper is Nicaraguan, the binder is Dominican and the filler is from both places. The initial impression is that it is a Maduro cigar and that it appears to be manufactured very well. Considering all this information, I start thinking about which cocktail I could prepare, to have a balanced pairing during a smoking session lasting between 30 and 40 minutes.

I ended up making the following cocktail, using Ron Santa Teresa 1796. The core is very similar to an Espresso Martini, but I made a few small tweaks:

- 3 oz. Ron Santa Teresa 1796
- 1 oz. Espresso Coffee
- 1 oz. Liquor 43
- 1 oz. Vermouth Rosso

Pour all the ingredients in a cocktail shaker, add a bit of ice and stir. Make sure that the coffee is cold, it will help develop a nice foam.

The cigar pairing started marvelously, the intensity of the well-balanced aromas from the sweetness of the cocktail played very well with the intense coffee, ripe fruit and caramel notes.





The Vermouth Rosso subtly delivers hints reminiscent of leather wine bags (wine botas), oxidized and mixed with aged rum, like a varnish supplied by the Santa Teresa 1796. It leaves behind an aftertaste full of oak cask and black leather notes, perhaps the result of combining all the ingredients.

The cigar started burning unevenly during the second third, but the draw was still perfect. The intensity of the tobacco was exactly as I had anticipated. During the first third, the pairing of the cocktail and the cigar had a very broad appeal, showcasing sweetness, complexity, tobacco, dry fruits and oak.

Throughout the smoking session, even though the cigar burned unevenly, the pairing was 100% to my liking. The cigar

needed the sweetness with the classic notes delivered by each and every one of the cocktail ingredients. Could I have obtained the same result with a different rum? Perhaps, but this particular aftertaste was something very unique to the Santa Teresa rum.

I was able to enjoy a remarkable day without wind. Because of the geographical setting, this pairing is particularly difficult to recreate elsewhere, but do not despair: I will soon launch a Cigar Club here, at the end of the world, with a diverse offering of hand-picked cigars.

Philip Ili Barake
#GRCigarPairing



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