

## RUM1823

### Swiss Rum

40% vol., 70 cl

NON CHILL-FILTERED

Origin of raw material: Sugar cane molasses from Jamaica

Storage/maturing: at least 7 years in used bourbon casks from the United States

Colour: intensive gold  
Bouquet: Banana, bitter orange, plum and nutmeg, hint of roasting, a little ginger

Taste: full-bodied, orange, liquorice, fleeting wood flavour, caramel, long, warming finale.

### It's an old story actually...

The name RUM1823 pays homage to our ancestors, who started distilling fruit in 1823. According to the family chronicles, they did this on their farm "Bergli" below the Gubel hills above Menzingen, in the picturesque canton of Zug. Hence, in 1823, the foundations for the success story of the Etter Sons AG Distillery were laid.

But how did it come about that we are now producing such an exotic drink, along with our native fruit brandies? Well, years ago our ancestors started selling our fine Zug Kirsch abroad – including to Jamaica. At that time reciprocal trade was quite the norm, so the Etter Kirsch was partly paid for with rum, and this fact inspired us to start distilling our own Swiss rum. In our archives we came across old, almost forgotten, secret recipe books, which provided us with the necessary know-how.

To produce our RUM1823 we use golden brown, natural, aromatic sugar cane molasses, obtained from a small sugar cane producer in Jamaica. The sugar cane molasses is fermented, and the resulting alcohol becomes concentrated through distillation. Finally, maturing takes place over several years in used bourbon wooden casks from America, giving the rum its distinctive taste and lovely colour. In the stalactite caves of the Höllgrotten in Baar, mother nature produces one of the purest natural waters in Switzerland, and this spring water enriches our RUM1823.

It took numerous trials and tastings to bring our RUM1823 to perfection. For our 150th anniversary in 2020 we have been able to bottle the first batch, and additional "hidden reserves" lie in our cellars. Over the next few years, they will gradually be maturing to reach excellence.



[www.rum1823.ch](http://www.rum1823.ch)

Unsere Qualität ist unsere Zukunft