

Protected Geographical Indications (PGI) - The Jamaica Rum GI

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The Journey of a Rum Brand

- ▶ The Journey of the Jamaica rum Brand started 300 years ago
- ▶ Whereas Barbados is largely credited with the first Rum Distillery in the Caribbean
- ▶ The first set of customers were the plantation owners and the slaves
- ▶ Then of Course the local Industry with the Pirates, and the English Navy competing with the Spanish for colonies
- ▶ But soon, there was a heavy demand for Jamaican Rum that went to the United Kingdom and Europe
- ▶ Jamaica is credited with starting the first Export Rum Industry



The images of Jamaican Rum Distillers with slaves



The Legendary First Consumers of Rum



The Export of Rum to Europe

- ▶ Jamaica Heavy rum was so consistent and fetched such a high price that the English Navy did not buy Jamaican Rum because it was too expensive
- ▶ That is because Jamaican Slaves and Slave Owners worked to create a high quality consistent product
- ▶ Jamaican Rum was one of the Subjects of the 1903 European Commission on the Spirits Industry



PGI- The Journey

- ▶ Usually the journey to a Geographical Indications is a difficult one, particularly if there are significant differences in tradition, and differences in perceptions of what adds value
- ▶ The great thing about The Jamaican Rum Industry is that we had six distilleries and four distillery owners.
- ▶ These business owners, frequently competitors, then had to agree among themselves on what was that raw material or process that made Jamaican Rum uniquely Jamaica.
- ▶ This was critical, as the Jamaican ness is what made our rum different than all the other rums produced in the World.
- ▶ It took eight years to develop the Jamaica Rum GI Draft Code of Practice.

Comparison of the GI Journey between Coffee and Rum



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Coffee

- ▶ 20 Licensed Coffee Dealers, Roasters, Manufacturers
- ▶ Both started on the GI Journey prior to 2006, and went on sponsored tour
- ▶ Coffee only sold 5% of their total production in Europe
- ▶ 60% of exportable coffee was sold overseas as green bean
- ▶ Jamaica Blue Mountain Coffee is owned by the Government of Jamaica, but the product is owned by Private Sector.
- ▶ The brand essence of the Jamaica Blue Mountain brand lacks clarity, and marketing heft.
- ▶ GI is effective as a tool for IP protection primarily in Europe

Rum

- ▶ 6 legal licensed distilleries
- ▶ Both started on GI Journey prior to 2006, and went on sponsored tour of several GI's within Europe
- ▶ Jamaican Rum sold significant quantities of rum in Europe
- ▶ There are large Distilleries who produce branded products bottled in Jamaica
- ▶ Jamaica Rum Brands are privately held
- ▶ The Rum industry has a clearly brand essence through the GI
- ▶ There is significant resources dedicated to the marketing of Jamaican Rum
- ▶ Jamaica Rum GI is now registered in Jamaica and Switzerland



The Code of Practice for Jamaica GI

- ▶ The eleven (11) rules of Jamaica Rum- enshrined in our Code of practice:
- ▶ 1) Wash produced with naturally filtered Limestone water obtained from the geographical area used for distillation
- ▶ 2) Wash produced using molasses, sugar cane juice, crystalline sugar from sugar cane or any combination of the above
- ▶ 3) Yeasts of the *Saccharomyces* species only are used as fermenting agents. (little tricky)
- ▶ 4) The prepared wash must be inoculated using either yeasts that local occur in the environment, prepared yeasts, or cultured yeasts.

The Code of Practice for Jamaica GI

- 5) The Fermentation and distillation is done in Jamaica
- 6) Aged Rums are stored in small barrels under the guidance of an excise officer
- 7) Colouration derived from oak wood in te barrels or caramel from sugar cane
- 8) The minimum age of Jamaican Rum is certified by law under the Excise Act
- 9) All Rums manufactured in Jamaica is moved in accordance with the Excise Act.
- 10) When the age statement is given , it refers to the youngest rum in the barrel
- 11) once a rum designated with the right to use the Jamaica Rum GI designation is blended with another rum, it immediately loses its Jamaica GI status.

The ageing- Small wooden barrels



The quality of the water is critical to the quality of the Rum . It is almost impossible for one distillery to duplicate the characteristics of the marque of another distillery.



The quality of the Sugar cane determines the quality of the Rum

Sugar Cane Field



Sugar Cane



Molasses , Fermented Sugar Cane Juice

Molasses



Sugar cane Juice



Fermented in Jamaica



Distilled in Jamaica



The Products



Critical ingredients for Success of a Jamaica Rum GI

- ▶ The certifying committee for the local GI is made up of representatives of the different producers, or in Jamaica distilleries.
- ▶ Each marque has to be certified annually using both organoleptic and GI Spectrometer readings.
- ▶ There is a database of spectrometer readings and each marque has a special signature. Do you know that if you use the same ingredients, with the same equipment in two different locations, the rum tends to be different.
- ▶ There must be extensive promotion and marketing of the Jamaica GI and the logo.
- ▶ Establishing the History and Reputation

Critical ingredients for Success of a Jamaica Rum GI

- ▶ Infringements must be aggressively contested, whether through extracting significant monetary settlements through arbitration or through the courts.
- ▶ Many of these cases can cost multiples of millions of US\$dollars.
- ▶ Frequently this Intellectual property protection work side by side with trademark registration.
- ▶ Both the organoleptic reading and the spectrograph reading are cross-referenced.
- ▶ There must be a significant amount of marketing for customers to understand.
- ▶ There must be safety features embedded in the label in order to trace the batch made etc.

The End

▶ Any Questions ?

