

Canefire World Tour: Indo-China



BRB and MD ready to set sail

17 Awards across 5 Shows and 3 Continents including three Double Golds, a Best Rum in Show and Label Design Awards.

With the Americas well and truly conquered and our local exhibitions put to rest we begin the exciting journey that will take us into China and greater Asia.

We're taking the Baron and his finest Canefire Premium Australian Rum 6,000 km north across the equator to the Hong

Kong International Wine and Spirits Competition. Shoulder to shoulder with some of Australia's most renowned wines we hope to introduce our closest neighbours to a whole new world of Australian premium produce.

Before the hangover has a chance to kick in we'll be boarding a plane to present at ProWine China hosted this year in Shanghai alongside other prestigious medal winners from this

years International Wine and Spirits Competition in London.

We've got a long journey ahead, hip-flasks overflowing and our bags are packed. Join us on our adventure via our instagram handles @beardedrumbaron and @themasterdistiller or follow us on Facebook for all the latest news and photos.

Wish us luck!



The Art of Appreciation 5 Tips to Sip Aged Rum

1. The Rum

Rum is a many splendid thing, with much variety. Some rums are built expressly for the purpose of cocktails and mixing, while the other end the spectrum is reserved for a good quality sipping rums. Look for an age statement five years or greater, barrel selections and still configuration. The age of the internet means we can even do a little research before selecting

our rum.

2. The Glass

There are many different spirit glasses on the market. Find one that suits your personal style and feels good, but try stick to the tulip shape with a flared rim. This will help swirl and open the rum, and direct all that lovely flavour up and into your face.

3. The Cut

Optimal sipping strength is around 40-46% ABV. Some premium rums will come cut at barrel strength; around 63-70%. While adding ice will bring down the percentage and help smooth out the alcohol; lowering the temperature can also eliminate flavour. Try adding a little water to your rum, or if the situation calls for it add some orange zest, a few granules of brown sugar or a complimentary accoutrement of your choice.



4. The Warm-Up

Don't dive straight into the glass. You risk shocking your sense receptors and you won't get the full experience. Give your glass a good swirl, and run the glass

under your nose. A good whiff will help prepare your palate. Rest a little on the crease of your lip, and lick it off. This will make your second sip full of flavour and avoid numbing those all important taste buds.

5. The Linger

It isn't a race to finish your drink. Take your time. The flavour will evolve as your pallet adjusts and your receptors adapt. Let the flavour build and coat your mouth. Stare off into the middle distance and brood. A good rum will blossom over time. It may start as a song, but it will finish like a symphony

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