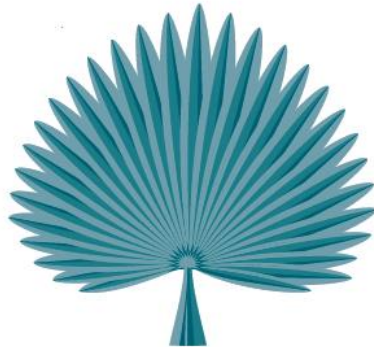


MAURITIUS ISLAND

NEW GROVE

RUM

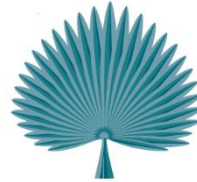




MAURITIUS ISLAND

# NEW GROVE

RUM



The story of rum is intimately linked to the history of Mauritius. And when you savour rum, you are delving into the very heart of the island's destiny, carried away on the exhalations of an **ancient tradition**, rediscovering the taste of **authenticity**...

**Heritage** and quality make up the quintessence of New Grove.

These **Single Estate rums** are made from the savoir-faire of the **first distillery in Mauritius** and truly characterize the spirit of the island: Authentic, warm and welcoming.

Expressive, subtle or with sweetness, New Grove rums suit all tastes and can be enjoyed neat, on ice, or with your favorite cocktail.





MAURITIUS ISLAND

# NEW GROVE

RUM

# grays



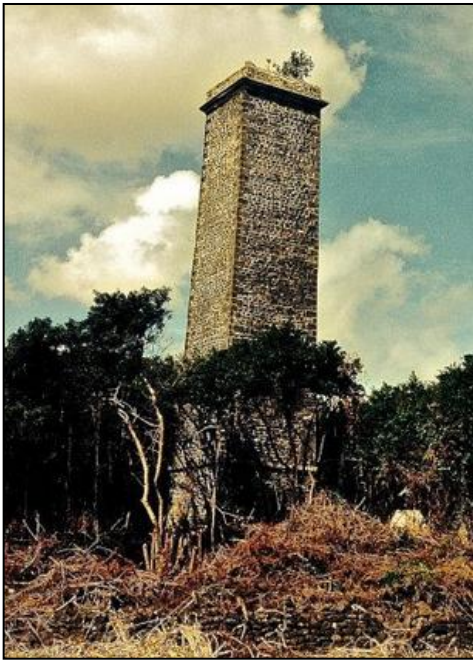
Member of the Terra Group, with a staff of more than 500 people, Grays fosters its reputation with powerful brands and a large distribution network. Grays is the pioneer of distillation in Mauritius and produces nearly 7 million litres of pure alcohol per year, with a daily production capacity of about 30,000 litres. By the means of its wide network of cellars, 20/vins, Grays' wines and spirits can be found all around Mauritius. Thanks to its exports towards Europe, Asia, Africa and America Grays is now a well known brand, worldwide.

[www.grays.mu](http://www.grays.mu)

The sugar cane harvest starts in June, every year. From Terra, covering over 17,500 acres, only the finest cane of the best plots of the Domaine is selected to seize the essential element in the concoction of our traditional rum: molasses.

Benefiting from experts' input, natural flavours resulting from the distillation, collected from the 37 distillation column trays, will produce the rum. A first draft of rum comes out with 94% of alcohol, then diluted at 65% for ageing.

Oak barrels from the Limousin, France, will then do their work, slowly and patiently ageing rum – which will give all its flavour, its softness, and its distinctive amber tan. New Grove uses 30% new French Oak barrels and 70% old French oak barrel and Cognac barrels. Grays was able to create a unique Mauritian rum that meets the international standards of high quality rums: New Grove. [www.newgroverum.mu](http://www.newgroverum.mu)



MAURITIUS ISLAND

# NEW GROVE

RUM



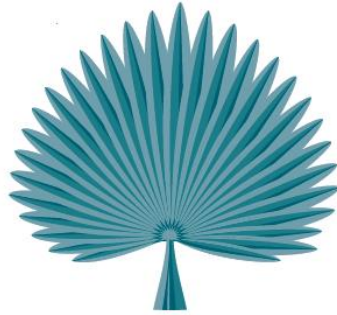
Mahe de Labourdonnais transmitted to Mauritius the French “savoir-faire” in industrial development.

The Domaine de La Villebague, in the village of Pamplemousses, was the home for the first sugar mill of the island in 1740 and soon after, in 1742, the first rum distillery would come to light.

Thanks to Pierre Charles Harel, born in 1806, distillation techniques improved massively along with the legal framework.

The Domaine de La Villebague is still owned by his heirs who created the company GRAYS INC LTD, who sustain the tradition and produce the New Grove Rum, which exclusiveness lies on the land that once saw the first and only distillery & sugar mill, at the time of the “East India Company”.

MAURITIUS ISLAND  
**NEW GROVE**  
**RUM**



### **Latanier bleu**

*Latania loddigesii* is a species of palm tree. It is endemic to Mauritius, where the only remaining populations are located mostly on the offshore islands.

It is also grown as an ornamental plant. Its common names include Latanier de l'île Ronde and Latanier de Maurice.

### **It all started with arrack**

On the isolated islands, only arrack would comfort the sailors and forget about their hard and lonely lives, travelling the remote seas. Initially, arrack was a spirit made out of latanier leaves brew.



# Emotion



Coming soon...

# Savoir Faire

New Grove rums, made from the savoir faire of the first distillery in Mauritius characterize the spirit of the island: Exotic, authentic and welcoming.

Single Cask | Double Cask **Moscatel**, **Acacia**, **Merisier** | Personal Cask



# Authentic

## PLANTATION

New Grove Plantation is made with premium single estate Mauritian rum that retains all the natural, powerful, highly aromatic, smooth and pure flavours from the sugar cane. Perfect for cocktails, mixers or neat to enjoy its incredibly fresh aromas.



## OAK-AGED

New Grove Oak Aged is made with premium single estate Mauritian rum and is aged up to 3 years in French Oak cask for a dynamic, fresh, exotic, complex and woody palate. Perfect for cocktails, mixers or neat.





# Authentic

## OLD TRADITION

AGED **5** YEARS

New Grove Old tradition is made with premium single estate Mauritian rum, aged for a minimum of 5 years in new French oak cask and Cognac cask. Its remarkable finesse drives you through a great mouth fill, freshness and aromatic exotic fruit notes. Perfect to enjoy neat or in elaborated cocktails.



## OLD TRADITION

AGED **10** YEARS

New Grove Old tradition is made with premium single estate Mauritian rum, aged for a minimum of 10 years in new French oak cask and Cognac cask. Its seducing fruit palate and tender spices notes make you discover the taste of authenticity. Perfect to enjoy neat or in elaborated cocktails.



# Gourmandise

## HONEY

### LIQUEUR OF MAURITIUS

New Grove Honey,  
Liqueur of Mauritius,  
is made with premium  
single estate Mauritian rum.

Its sweetness, scents of spice and  
delicious smooth honey aromas  
are a marvel to discover.



## VANILLA

### LIQUEUR OF MAURITIUS

New Grove Vanilla,  
Liqueur of Mauritius  
is made with premium single  
estate Mauritian rum  
and with natural essence of  
Vanilla that develops a soft and  
balanced gourmand taste.



## CAFÉ

### LIQUEUR OF MAURITIUS

New Grove Café,  
Liqueur of Mauritius,  
is made with premium  
single estate Mauritian rum and  
is definitely seducing with its  
hints of dark chocolate and  
fresh coffee beans aromas.



# Exotic

## Silver Rum

New Grove Silver is made with premium Mauritius rum that makes you discover the freshness and delicate aromas of sugar cane. Perfect for cocktails and mixers.



## Spiced

New Grove Spiced is made with premium Mauritian rum, blended with carefully selected spices that opens flavorful aromas and a generous palate. Perfect for cocktails and mixers.



## Dark Rum

New Grove Dark is made with premium Mauritius rum that unveils the caramelized sugar and fresh molasses' aromas. Perfect for cocktails and mixers.



# NEW GROVE MEDALS AND PRIZES

**2007**

**International Cane Spirits Festival and Tasting Competition**

**(ICS) - USA**

Silver Medal: New Grove Oak Aged Rum

Bronze Medal: New Grove Plantation Rum

**2008**

**International Wine and Spirit Competition (IWSC) -UK**

Bronze Medal: New Grove Plantation Rum

**2009**

**International Cane Spirits Festival and Tasting Competition**

**(ICS) - USA**

Gold Medal: New Grove Plantation Rum

Silver Medal: New Grove Orange Bliss

Bronze Medal: New Grove Lime Delight

**2010**

**International Wine and Spirit Competition (IWSC) - UK**

Silver Medal & Best in Class: New Grove Oak Aged Rum

Bronze Medal: New Grove Plantation Rum

Bronze Medal: New Grove Old Tradition Rum 5 Y.O

**2011**

**International Wine and Spirit Competition (IWSC) - UK**

Silver Medal & Best in Class: New Grove Old Tradition Rum 5 Y.O

Silver Medal & Best in Class: New Grove Plantation Rum

Silver Medal: New Grove Oak Aged Rum

**Hong Kong Wine & Spirit Competition - China**

Silver Medal: New Grove Old Tradition Rum 5 Y.O

Bronze Medal: New Grove Plantation Rum

Bronze Medal: New Grove Oak Aged Rum

**2013**

**Rum Fair – Paris - France**

Silver Medal: New Grove Old Tradition Rum 5 Y.O

Silver medal : New Grove Plantation Rum

**Madrid International Rum Conference - Spain**

Gold Medal: New Grove Old Tradition Rum 8 Y.O

Bronze Medal: New Grove Spiced

Diploma: New Grove Plantation Rum

**Concours Mondial de Bruxelles - Belgium**

Gold Medal: New Grove Spiced Rum

**2014**

**International Spirits Competition (ISW) - Germany**

Silver medal: New Grove Old Tradition Rum 8 Y.O

Silver medal: New Grove Plantation

**Concours Mondial de Bruxelles - Belgium**

Gold medal: New Grove Old Tradition Rum 8 Y.O

Gold medal: New Grove Plantation Rum

**International Rum Conference – Madrid – Spain**

Silver medal: New Grove Plantation Rum

**International Wine and Spirit Competition (IWCS)**

Silver Medal: New Grove Old Tradition Rum 8 Y.O

Silver Medal: New Grove Spiced

Bronze medal: New Grove Plantation Rum

**German Rum Festival – Berlin**

Bronze medal: New Grove Plantation Rum

# NEW GROVE MEDALS AND PRIZES (continuation)

**2014**

## **Concours des rhums de l'Océan Indien (Paris)**

Gold: New Grove Plantation

Bronze: New Grove Oak Aged

**2015**

## **Global Rum Master – UK**

Gold Medal: New Grove Old Trad 5 YO

## **Rhum Fest Paris - France**

Gold Medal: New Grove Plantation Rum

Gold Medal: New Grove Cafe liqueur

## **Madrid Rum Fest – Spain**

Double Gold Medal: New Grove Cafe liqueur

Gold Medal: New Grove Plantation Rum

Silver Medal: New Grove Old Tradition 8 YO

Bronze Medal : New Grove Spiced

Bronze Medal: New Grove Vanilla liqueur

Bronze Medal: New Grove Honey liqueur

## **TOP RUM – Paris**

Silver Medal : New Grove Old Tradition 5 YO

## **German Rum Festival – Berlin**

Gold Medal: New Grove Cafe liqueur

Silver Medal: New Grove Single Cask Rum 2004

Bronze Medal: New Grove Plantation Rum

**2016**

## **Global Rum Masters – UK**

Master and Best in class medal: New Grove Single cask 2005

## **Rhum Fest Paris – France**

Gold Medal Innovation de l'année : New Grove Double Cask Moscatel

Gold Medal Melasse 7 yo + : New Grove Double Cask Moscatel

## **Madrid Rum Festival – Spain**

Double Gold Medal: New Grove Café liqueur

Gold Medal: New Grove Honey liqueur

Gold Medal: New Grove Old tradition 5 yo

Silver Medal: New Grove Double cask rum

Silver Medal: New Grove Single cask rum

Special price for packaging: New Grove Single cask rum

## **Concours Mondial de Bruxelles – Mexique**

Silver Medal: New Grove double cask finish Merisier

## **German Rum Festival – Berlin**

Silver Medal: New Grove Plantation rum

Silver Medal: New Grove honey liqueur

**2017**

## **German Rum Fest – Berlin**

Gold Medal: New Grove 8YO rum

## **Rhum Fest Paris – France**

Bronze Medal: New Grove Honey Liqueur