



## **AWARD WINNING NEWS...**

### **KŌLOA RUM WINS MEDALS AT 5<sup>TH</sup> ANNUAL POLISHED PALATE INTERNATIONAL RUM COMPETITION**

KALAHEO, Hawaii (March 29, 2010) – The 5th Annual Polished Palate International Rum Competition was held on March 18-19 in Ybor City, Florida where judges evaluated 42 rums based upon five criteria: appearance, aroma, taste, mouthfeel and finish. The Polished Palate started the first competition for sugar cane-based spirits in the United States. Judges sampled the spirits before selecting possible Best of Show, Best of Category, Gold, Silver and Bronze level award winners. Rums from all over the world, Nepal to Kaua`i entered. The results were announced and Kōloa Rum received a bronze medal for their White Hawaiian Rum, a silver medal for their Gold Hawaiian Rum and a silver medal for their Dark Hawaiian Rum.

Dori Bryant, President of the Polished Palate said, “It is obvious that Rum’s star has already risen. The quality of new products entering the market, including those from Panama, Venezuela, Florida and Hawaii bodes well for the industry”. Since 2005, the Polished Palate has been hosting spirits competitions and cutting edge Tasting Events, educating the consumer on all aspects of each distilled spirit category. Through events and seminars hosted by recognized industry professionals, guests learn about the history and culture of each spirit, their impact and society, current trends and appropriate tasting techniques, while promoting responsible consumption-all in a festive format. For more information on this competition and a complete list of winners please visit [www.polishedpalate.com/events/irf/2010/](http://www.polishedpalate.com/events/irf/2010/)

### **KŌLOA RUM WINS GOLD MEDAL AT LARGEST RUM EVENT IN THE WESTERN HEMISPHERE**

MIAMI, Florida (May 27, 2010) – Kōloa Rum Company of Kaua`i, Hawaii was recently awarded a Gold Medal for its *Kaua`i Dark Rum* in the *Rum Renaissance Festival* held in Miami, Florida May 5-9, 2010. The Medal came in the ‘Dark Rum’ category of the competition, in which some 100 rums from around the world competed. The *Rum Renaissance Festival* ([www.rumrenaissance.com](http://www.rumrenaissance.com)) is the largest cane spirits event in the Western Hemisphere and one of the most prestigious. A panel of international rum experts gathered over a period of 2 days to conduct blind tastings and rigorous evaluations of Rum in 8 major categories and included notable Masters of Rum, Authors, Mixologists, Collectors, Journalists, Consultants, Lecturers and Cane Spirits Ambassadors from around the world. According to event officials, more than 1,900 people attended, with all having the opportunity to experience rums from around the globe and enjoy public and VIP tastings.

Kōloa Rum Company also celebrates having been included in the ‘American Artisan Rums’ booth at the Rum Renaissance, where it joined a select group of premium USA craft Rum Distilleries, reflecting the exploding growth of craft and artisan spirits in the USA. According to Paul Artrip, ‘The Rum Daddy’ ([www.therumdaddy.com](http://www.therumdaddy.com)), and host of the American Artisan Rums booth, “America’s entrepreneurial spirit is ‘alive and kicking’ in artisan and micro distilleries across the country, and rum is leading the way. Rum was America’s first widely-produced spirit, and American ingenuity is fighting a slow economy to showcase USA know-how and creativity. Having Kōloa Rum Company win a Gold Medal in their first year of participation at the Rum Renaissance Festival is a tremendous recognition of their efforts and their people.”

Continued...

## **PREMIUM HAWAIIAN RUM**

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## **KŌLOA RUM COMPANY WINS TOP AWARDS AGAIN AT LARGEST RUM EVENT IN THE WESTERN HEMISPHERE**

KALAHEO, Hawaii (May 17, 2011) – Kōloa Rum Company of Kaua`i, Hawaii was awarded the *Gold Medal-Best in Class* and a *Gold Medal* for its *Kaua`i Dark Rum* and a *Bronze Medal* for its newly released *Kaua`i Spice Rum* at the *Rum Renaissance Festival* held in Miami, Florida April 25-May 1, 2011.

For the second consecutive year, Kōloa Rum won medals in the 'Dark Rum' category, this time adding the top Gold Medal-Best in Class award. Kōloa Rum's *Kaua`i Spice Rum* got off to a strong start by winning a Bronze Medal within two months of its launch. According to the *Rum Renaissance Festival* ([www.rumrenaissance.com](http://www.rumrenaissance.com)), more than 80 of the finest rums from around the world were presented for evaluation at what is widely recognized as the largest cane spirits event in the Western Hemisphere and one of the most prestigious in the world.

A panel of more than 20 international rum experts gathered over a period of 3 days to conduct blind tastings and rigorous evaluations of rum in 9 major categories. The panel included an international all-star cast of Masters of Rum, journalists, mixologists, lecturers, collectors and Cane Spirits Ambassadors. According to event officials, over 3,500 people attended, all having the opportunity to experience rums from around the globe and enjoy public and VIP tastings.

"Of special interest to the attendees are new American rums which have surprised and delighted consumers, professionals, and judges," said *Miami Rum Renaissance Festival* organizer Robert Burr. "Once again, our friends at Kōloa Rum from Hawaii delivered uniquely delicious rums which prove their dedication to quality, sustainability, and genuine Hawaiian culture, all of which is greatly appreciated."

According to Bob Gunter, President of Kōloa Rum Company, "From the beginning, our goal has been to produce premium Hawaiian Rum of exceptional quality and great taste amongst the best in the world. These awards confirm our unique appeal and are a testament to the creativity and hard work of everyone here at Kōloa Rum."

## **KŌLOA RUM AWARDED MEDALS AT THE SAN FRANCISCO WORLD SPIRITS COMPETITION**

KALAHEO, HAWAII (April 9, 2012) – The San Francisco World Spirits Competition has announced the results of their most recent competition which was held March 22-25, 2012. Four rums were entered by Kōloa Rum Company and each were honored; Silver Medals for their *Kaua`i Spice* and *Gold Rums* and *Bronze Medals* for their *Kaua`i Dark* and *White Rums*.

In its 12th year, The San Francisco World Spirits Competition included 1,215 premium spirits from the U.S and 60 countries from around the world, making it another record-breaking year. The event is also the oldest and largest spirits competition in the United States and the most recognized in the world. In total, thirty-three distinguished spirits professionals from across the United States were assembled to judge these premium spirits.

Bob Gunter, President of Kōloa Rum states "Rigorous competitions such as this provide the perfect opportunity to see how well our products measure up against many of the top spirits brands from around the world. These awards are especially meaningful given that this is the 4th consecutive international spirits competition in which we have medaled. Having independent industry professionals recognize and acknowledge the quality of our products serves to validate, not only our production processes and

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procedures, but most importantly the skill and dedication of our employees and associates, without whom, this would not be possible.”

### **About Kōloa Rum Company**

Kōloa Rum Company produces premium, artisanal, single-batch Hawaiian Rum at their distillery in Kalaheo, Kaua`i and operates Hawaii’s first and only distilled spirits Tasting Room & Company Store on the grounds of Kilohana Plantation, near Lihue. The Company’s multiple award-winning portfolio of Premium Kaua`i White, Gold, Dark, and Spice Rum will soon be expanded with the addition of its Kaua`i Rum in 50ml miniatures, Kōloa Ready-to-Drink Mai Tai, and related cocktails.

Kōloa Rum products are currently sold, marketed, and distributed throughout the state of Hawaii by Johnson Brothers Liquor Company [www.johnsonbrothers.com](http://www.johnsonbrothers.com), in the state of California by Western States Beverages [www.westernstatesbev.com](http://www.westernstatesbev.com), and in Western Canada by Marram Fine Wines [www.marramwines.com](http://www.marramwines.com). For additional information about Kōloa Rum Company, please visit [www.koloarum.com](http://www.koloarum.com).

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