



THE RUM ECOSYSTEM

The **Rum Ecosystem** is a complex universe encompassing land cultivation, sugarcane production, distillation, ageing, marketing and consumption of rum.

It is an **Ecosystem** of significant historical, geographical, cultural, gastronomic, political, artistic, musical, literary, social and economic importance in sugarcane-producing countries and beyond.

All in all, the **Rhum Ecosystem** is a fascinating universe that offers many opportunities to discover and enjoy the world's most popular spirit in a wide range of countries.



1

SUGAR CANE CULTURE

Sugar cane production is the primary component of the Rum Ecosystem.

Sugar cane is grown in tropical and subtropical zones, with countries such as Brazil, India, Thailand, China, Indonesia, Australia, the United States, Cuba, the Dominican Republic, Jamaica, Barbados and Haiti among the biggest producers.

2

DISTILLATION

Distillation is the process that transforms molasses or sugarcane juice into rum. Rum-producing countries use different distillation techniques, but most produce rum using a distilling column or an iron still.

The rum is then aged in different casks, which have a significant influence on the rum's taste and color.



Rum marketing is an important part of the Rum Ecosystem. Rum producers sell their product in a variety of forms, ranging from white, amber, aged, spiced and arranged rums. Rums can also be marketed under different brands and labels, each with its own style and target audience.

3

COMMERCIALISATION

Rum consumption is also an important part of the Rum Ecosystem. Rum is drunk neat, on the rocks or in cocktails. It is intergenerational, appealing to young and old alike. It appeals equally to men and women. Rum-producing countries have their own particular rum-drinking culture, with unique traditions and habits.

4

CONSUMPTION



THE HISTORICAL

DIMENSION

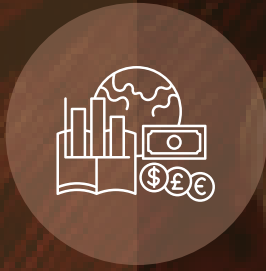
is often of capital importance, rum is associated with the history of the slave trade and colonization in the Caribbean, where slaves were often used to grow sugar cane.



THE GEOGRAPHICAL

DIMENSION

is also important, as the various rum-producing countries have their own styles and traditions of rum production, and are spread across all continents.



THE ECONOMIC DIMENSION

is important, particularly for the countries that are its main producers. According to 2021 data, the global rum market is estimated to be worth around \$8 billion. The revenues generated by rum production have a significant impact on the economies of these regions, creating direct and indirect jobs, generating tax revenues and stimulating local economic activities.

Spirit tourism is becoming the new development factor for producer countries.



INNOVATION DIMENSION

Ecosystem players are exploring new production, distillation, ageing, bottling and labelling techniques. These innovations are helping the rum market to evolve, even if they have also given rise to concerns about the quality and authenticity of marketed rums.

DIMENSIONS

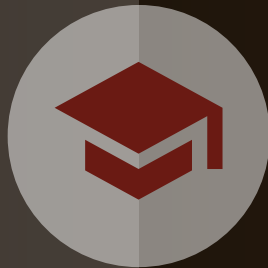


DIMENSIONS



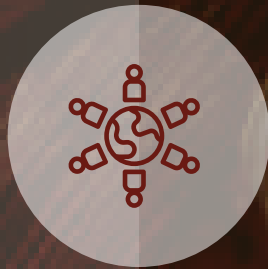
SOCIAL DIMENSION

Rum production involves numerous direct and indirect jobs in several sectors of the local economy. Direct jobs are mainly to be found in rum distilleries. Indirect jobs are also numerous



EDUCATIONAL DIMENSION

It's a place where questions are being asked, but above all where the lack of visibility of this Ecosystem as a workplace is being addressed. The Rum Ecosystem needs to be better known, to make new generations aware of training and career opportunities in the world of rum.



CULTURAL DIMENSION

Rum is evident in the art, music, literature, history and gastronomy of rum-producing countries. Rum culture has an international dimension, as it has developed in many countries around the world, with different modes of production and consumption. Rum has thus become an "all-world" spirit, belonging to no one, but to everyone.



HUMAN DIMENSION

The Rhum Ecosystem is populated by a community of enthusiasts, amateurs and experts who are attracted by the richness of Rhum culture. This human dimension adds a touch of conviviality and exchange within this ecosystem, which translates into events, festivals, tastings and meetings between market players.



DIRECT AND INDIRECT PARTICIPANTS IN THE RUM-MAKING PROCESS



**SUGAR CANE
GROWERS**



**PROCESSING
PLANTS**



CHEMISTS



**BARRELS OR VATS
FOR AGEING**



THE BOTTLERS



**DISTRIBUTORS,
VENDORS,
CONSUMERS**

Today, the circular economy and artificial intelligence are fuelling the development of the Rum Ecosystem.

A veritable community has gathered around the Rum Ecosystem, with a shared passion for this "All-World" beverage, which takes the senses and emotions on a journey.

According to data from the European Spirits Federation (spiritsEUROPE), the rum industry represents some 75,000 direct jobs in Europe.

Of these, around 37% are in Spain, 21% in France and 14% in Great Britain. In terms of indirect employment, it is estimated that the rum industry generates around 230,000 additional jobs in the European Union.

In the Caribbean, the rum industry is a major source of employment and income. According to the Organization of Eastern Caribbean States, the rum industry is the second largest employer in the region, accounting for around 13% of the total workforce.

In the Dominican Republic, for example, the rum industry is the fourth largest export sector, generating around 70,000 direct jobs and 280,000 indirect jobs. In Jamaica, the rum industry is also a major employer, with around 35,000 direct and indirect jobs.

These figures show that the rum industry plays an important role in the economy and society of many countries.

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