



The El Dorado Legend Newsletter

"The El Dorado Legend" is a publication of the International Marketing Department

Issue 5

July - September 2014

El Dorado captures IWSC Awards Results 2014

The results of the 2014 International Wine & Spirits Competition are out, and EL Dorado has once again shown its ability to rise to the occasion.

Both the El Dorado Special Reserve 15 Year Old and El Dorado 12 Year Old have been awarded **Gold medals** while the El Dorado 21 Year Old has captured **Silver Outstanding**.

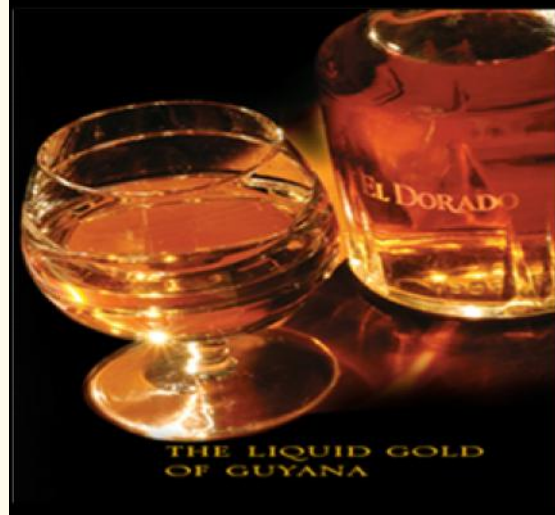


El Dorado 3 Year Old picked up **Silver Outstanding**, EL Dorado 8 Year Old **Silver** and El Dorado 5 Year Old **Bronze**.



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El Dorado at Tales of the Cocktail New Orleans, USA



El Dorado was on the scene from Day 1 at one of the industry's hottest events, which took place on July 16-20 in New Orleans.

DD US Inc. - El Dorado's US counterparts kicked off Tales of the Cocktail with their Caribbean Rum Slushee which proved a hit at the Snack Stand. This drink was perfect for mixing and mingling on the first day. In the evenings and days to



follow, guests dined with the El Dorado team at Cane and Table and fell in love with the incredible pairings of food and cocktails created by the talented team at Cane & Table.

Both, Master Blender; Sharon Sue-Hang and Master Distiller; Shaun Caleb, were part of the El Dorado team. The team wrapped up a fabulous week with a scrumptious spirited brunch with their dear

friends at Sunday and said goodbye until next year



Third from left; DDL Master Blender, Mrs. Sharon Sue-Hang Baksh



Above: Scenes from Tales of the Cocktails; DDL Master Distiller, Mr. Shaun Caleb and DD US Team Rep., Ms. Nalini Tiwari; El Dorado Caribbean Rum Slushee.



The Hurricane Pass

- .50 oz Eldorado Rum 12 year
- 1 oz Smith n Cross
- .25 oz Kronan Swedish Punch
- .25 oz Mezcal
- 1 Passion Olea
- .25 oz Lemon
- 2 Dashes Absinthe

Whip & Roll into a Double Old Fashioned with crushed ice.

Garnish: Lemon Wedge



And the Doppler tells us...

Now what good would it be if we delighted you with Tales of the Cocktails and didn't leave you with at least one recipe to try?

This one is by Meagan Schmolli who is from The Rose in Jackson, Wyoming.

The drink is named after the Teton Mountain Range, part of the historic Rocky Mountain Range.



Meagan mixing The Hurricane Pass

El Dorado, Sponsor of Rum and Rhythm 2014

New York City, USA



Even the shyest among us tend to loosen up with a good beat in the air and a great drink in our hands. Where better to do this than the Rum and Rhythm Benefit?

Rum & Rhythm is the culmination of Caribbean week and is actually a fundraiser for the Caribbean Tourism Organization (CTO) Foundation, a charitable organization which provides scholarships to Caribbean nationals. The event sets the tone for guests to enjoy an evening of mingling with official representatives from the Caribbean Region while experiencing and savouring the taste, spirits and sounds of the Caribbean.

This year's Rum and Rhythm event in June was held in New York City at Tribeca 360 an unforgettable experience for its many guests. The event began at 6:30 PM and El Dorado "City of Gold" cocktails were in hand the moment guests arrived.



El Dorado's team of mixologists partnered with Chef Shorne; known for his keen sense of flavor, especially his fusions of Caribbean and Thai flavors, to create 4 pairings of cocktails with a modern twist on traditional Guyanese dishes such as Goat Curry and Pepperpot. Cocktails included El Dorado's "Verandah Cooler" – a refreshing blend of white rum, lemonade and fresh mint. Guests could also grab a "Chocolate Rum Cream Cup" filled with Demerara Rum Cream for anyone with sweeter inclinations.

As the evening unfolded, the DJ played a lively mix of Caribbean style music as guests moved to the sounds of the evening and continued to celebrate Caribbean Week in the Big Apple and raise money for the CTO's foundation

Left: DDL Chairman, Mr. Komal Samaroo, DD US Team member, Ms. Nalini Tiwari and DDL Master Distiller, Mr. Shaun Caleb



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El Dorado– Inaugural Training session Alberta, Canada

The El Dorado team in Alberta, Canada held their first staff training for Wine & Beyond stores in August. Wine & Beyond is the flagship stores of Liquor Stores/Liquor Depot – Liquor Stores is the largest retailer in Alberta with over 190 stores and Wine & Beyond (now three stores) are the largest in Alberta.

Staff training underway



Chip Dykstra, a spirits aficionado who publishes The Rum Howler blog and has visited DDL was invited to speak at

A Wine & Beyond Store in Alberta



both the staff training seminars and consumer tasting seminars. There were three such events organized

Right and Below: Chip Dykstra conducting the training session.



Francois Chartier and the El Dorado Quebec Team

- Canada Open

The Canada Open – World Women's Tennis tournament was recently held in Montreal and with the rise to stardom of Eugenie Bouchard of Montreal in women's tennis and Milos Raonic in men's, tennis in Canada is gaining more and more attention. The Ladies' Canada Open – Rogers Cup – was a sold-out event with tremendous television and press coverage across Canada and in fact, the world.

Continuing to build on his relationship with El Dorado, Francois Chartier, who was commissioned by the Rogers Cup organizers to develop the menu and cocktails for the Platinum National Bank venue on site at the tournament, developed a cocktail incorporating El Dorado Rum. With over 5000 people per day eating and drinking at this venue El Dorado has once again been able to make a mark thanks to the continuous efforts of the Quebec Team

- El Dorado at Chateau Frontenac

As mentioned above El Dorado continues to receive unwavering support from Mr. Francois Chartier, one of his most recent quests will surely please El Dorado fans and win the affections of those yet to discover the "Liquid Gold".

As developer of the wine and spirit list at the world famous Chateau Frontenac – part of the Fairmont Hotels – located in Quebec City, Mr. Chartier has included the El Dorado rums which are now part of their spirit list including their Bistro le Sam

Bistro Le Sam – Chateau Frontenac, Quebec City, Canada



El Dorado - Festival Western de Saint Tite Quebec, Canada



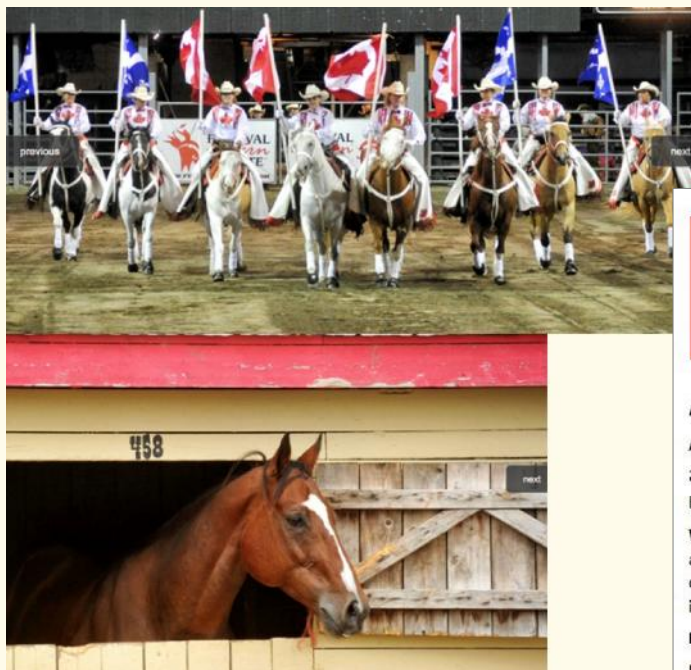
The Festival Western de Saint-Tite held in Saint Tite, Quebec which is located between Montreal and Quebec City– is the largest rodeo event in Eastern Canada and is usually attended by over 800,000 people.

It's an annual event held in September, and was born out of the vibrant leather industry around 1967, which is still very much a part of the St. Tite economy today.

El Dorado Rums was present at this year's Rodeo and was the only rum served



El Dorado Station at the St. Tite Rodeo



Above: Scenes from the St. Tite Rodeo 2014

Latest 8 YO News from Canada *Quebec & Ontario*

The Street newsletter posted an article entitled the 10 Best Bottles of Rum in the World and the first on their list was the El Dorado 8 Year.

The article can be found [here](#).

The 8 YO continues to draw much attention and this time we are pleased to let you know that the 8 Year Old will appear in both the English and French issue of the Ricardo Magazine – Christmas Edition – which will appear on the newsstands on November 3, 2014.

Ricardo, is described as the Canadian chef's cooking magazine, and is all about delicious and simple recipes delivered in a beautiful top-quality format.



For our friends up north Fall is here and what better way to acknowledge the changing weather than to share with you the lovely words and ideal drink suggestion by Sarah Parniak at NOW Magazine.

8 YO Ad. In NOW Magazine



Amber hour

As the leaves turn and the temperature drops, it's just about time to catch an amber glow

By Sarah Parniak

Why My rum obsession runs somewhere between chronic and acute, and Guyana's gorgeous El Dorado rums sit in my top tier. This eight-year-old Demerara offers amazing value and versatility; bold and not too sweet, it's as enjoyable neat as it is in cocktails.

Rating: NNNN

Price: 750 ml/\$29.95 **Availability:** LCBO 366666

drinks@nowtoronto.com | @s_parns

September 25, 2014



El Dorado on Daytime TV Quebec, Canada

On June 19 El Dorado via Canadian Agents the SAQ sponsored Dominique Hudson - one of Quebec's rising musical stars – when he launched his album Danza 2. The launch took place at the Hilton Bonaventure in a party like atmosphere where guests were treated to fine food and El Dorado Rums.

That's not where our little story ends, a few weeks later, in July; Dominique was a guest on



Canadian morning show "Ça commence bien!" When he stepped out on set he wasn't alone, he had brought with him a bottle of El Dorado Dark Rum which he and the hosts tasted at the end of the show



El Dorado – Now offered online Australia

Through the efforts of team Australia; Quittin' Time Party Ltd., El Dorado is now listed on the website of the largest retailer in Australia; Dan Murphy's with the El Dorado range of products.

Their site currently receives 2 million visitors a month. This is a huge win as Dan Murphy's are far and wide the biggest retailer of alcoholic beverages in the country. Both parties are very pleased to have the El Dorado range online. You



El Dorado 21 YO online at Dan Murphy's

can check out the website [here](#)

North America & Australia

El Dorado – Wine Festival Saguenay Quebec, Canada

Saguenay, Quebec hosts many events all year round.

This year El Dorado participated in their Wine Festival where persons were given the opportunity to sample El Dorado 12 YO, 6 YO, 5 YO or Dark Rums



El Dorado Sampling booth



Rum for the Hills Newtown, Sydney

On the 5th of August, Quittin' Time, paired up with an Australian cider; Hills Cider to host a Rum and Cider night at Miss Peaches in Newtown of Sydney. Miss Peaches is a Soul Food Kitchen which serves an extensive variety of home-made soul food and drinks.

The evening was a great success with an estimated number of 60 people. The team paired El Dorado 3 YO, 5 YO 8 YO, Spiced Rums and Rum Cream with the evenings' menu. Patrons enjoyed a sea food platter for an entrée, suckling pig as the main course, and apple pie for dessert



Cocktail Competition Results

A busy time for the UK as always, spreading the word about El Dorado rums. In the last newsletter, we teased you with tales of the regional heats in the El Dorado Cocktail Competition which encouraged bartenders to think creatively by using bespoke vessels, the ceramic bromeliad and the bamboo jaguar print. It was an amazing competition with bartenders bringing their A-game. With a trip to Guyana as part of the prize to incentivise, who can blame them!



Above: Lee Jones; Cocktail Competition Winner

The winner of the competition was Lee Jones from Smoke-stack in Leeds, a great El Dorado account. Held in one of London's newest and most visited bars, called Call Me Mr Lucky, it was more than luck that got Lee through! The judges declared Lee's two drinks 'exceptionally tasty', along with praising his knowledge on the brand and his performance throughout. Here are Lee's winning drinks:

Gilded Ration

- 70ml El Dorado 8yr
- 20ml Condensed milk
- 20ml Mrs Atha's Cold brew
- 3 Dashes gunpowder tincture
- 5ml Demerara simple syrup

Garnish: Poppy seeds
& Chocolate bitters.

Diamond Hopper

- 60ml El Dorado 3yr
- 20ml Lime juice
- 40ml Coconut water
- 40ml Apricot syrup
- 5ml Cacao blanc
- 10ml Demerara simple syrup

Garnish: Mint leaves.
Edible flowers.
Cream soda mist.



El Dorado at The Green Man Festival

In the UK, the days are growing shorter and the nights longer, but we have a great summer to look back on. One of the highlights was bringing some El Dorado love to a festival called Green Man, which was held in Wales. Set in the Black Mountains of the beautiful Welsh countryside, we brought rum to a very select and intrigued crowd of around 80,000 people.

Hosting our very own El Dorado rum bar, with a selection of rummy serves, El Dorado rums were also available on the eight other bars dotted around the festival. A series of rum talks and samplings took place, which were attended by around 160 people and we also trained up around 72 bar staff and introduced them to the award-winning range of El Dorado rums. It was the perfect showcase

Harvey Nichols Exclusive El Dorado Gift Set *Love Drinks news*



El Dorado 5YO Gift Pack Created for Retailer Harvey Nichols

Working with a high end, premium retailer such as Harvey Nichols, which has eight stores across the country, is fantastic. One of the biggest opportunities to grow sales is the festive period. Wanting to create stand out on shelf and cater for their discerning customers, a bespoke, limited gift set has been created for Harvey Nichols.

The gift set contains a bottle of El Dorado 5 Year Old, a pourer, an El Dorado branded muddler and a cocktail booklet which gives instructions on how to make a number of classic rum cocktails.

The gift set will be available from November and will retail at £49.50

El Dorado UK Trade Activities

Cocktails in the City Comes to London



It was London's turn to host Cocktails in the City. The pop-up had already done stints in Manchester and Leeds so it was only a matter of time until they hit the capital. At this event, which was held in London's Kings Cross, drinks brands teamed up with some of London's best bars and the Love Drinks team were delighted to partner up with Portside Parlour – a great account that's mad about rum – especially El Dorado.

Each drink brand and bar, there were twenty in all, had to create a drink especially for those consumers who attended the event. The creation offered by El Dorado and Portside Parlour was the Daiquiri Bellota. The Bellota reference comes from the unique acorn liquor used in the drink and no other bar in the country has access to the liquor, apart from Portside Parlour. Time Out magazine declared the cocktail one of London's six best cocktails for autumn.

To enjoy this unique drink; add the following into a shaker:

- 50ml El Dorado 5 Year Old
- 10ml Bellato Acorn Liquor
- 5ml Amontillado Sherry
- 15ml fresh lime juice
- 5ml sugar syrup

Shake and strain into a chilled coupe and finish with fresh lemon zest.

Lost City of Gold Pop-up for London Cocktail Week

London Cocktail Week is now in its fifth year and is the biggest drinks festival in the UK with over 250 bars taking part. Not only did El Dorado host its own Pop-up, the team also worked with a number of partners including the tiki-tastic Trailer Happiness and Harvey Nichols.



At the El Dorado pop-up, guests were afforded the opportunity to take a journey through the rainforests of Guyana, where they saw and heard the sights and

sounds of the lush, tropical surroundings, which are indicative of the country. They were also able to take in the expanse of Kaieteur Falls as they delved deeper into the greenery to find the luscious, liquid gold of El Dorado rums.

Cocktails made with El Dorado's superb range of rums were available along with the opportunity to sample tasting flights of the El Dorado range. A planned series of sessions were hosted by El Dorado brand ambassador, Stefanie Holt,



which included a rum and chocolate pairing, a rum and savouring pairing with meats and cheeses and a chance to sample El Dorado 25 Year Old



EL
DORADO
LOST
CITY
COCKTAILS

Lost City of Gold Pop-up for London Cocktail Week—*continues*



Over the course of London Cocktail week, Harvey Nichols Fifth Floor Bar offered a cocktail made with El Dorado 5 Year. Here's how to make it:

GOLDEN DRAQUE

Ingredients:

- 50 ml El Dorado 5 Year Old
- 25 ml Roasted pineapple and coffee bean puree*
- 25 ml freshly squeezed lime juice
- 8 mint leaves
- 15ml gomme syrup
- 20 ml soda water

*To make the roasted pineapple and coffee bean puree, cut one pineapple into cubes, add 50 gram of coffee beans and cook into an oven on low heat for 12 hours. Remove and discard the coffee bean sand blend the pineapple cubes for three minutes until you get a creamy puree.



Garnish: Mint dusted in gold and coffee beans

Method: Gently muddle the mint with the sugar and lime juice. Add the puree and El Dorado and crushed ice. Stir together and top up with soda water ■

London Cocktail week in photos



Lost city of Gold El Dorado Rum Display



*Demerara Distillers' most popular brand returns as Official Partner to the
LimaCol Caribbean Premier League*

El Dorado Rum renewed its sponsorship of the LimaCol Caribbean Premier League, for three more years, enabling fans of the hugely successful cricket tournament to enjoy the liquid gold of Guyana alongside scintillating T20 cricket.

In addition to being the Official Partner to the League, El Dorado also signed up as Official Sponsor to the Guyana Amazon Warriors, the Trinidad and Tobago Red Steel and the Barbados Tridents franchise teams.

El Dorado Rum was among the first partners when the CPL launched in 2013 to sell-out crowds, with over 250,000 spectators attending matches across Antigua and Barbuda, Barbados, Guyana, Jamaica, St. Lucia and Trinidad & Tobago. This year, global stars including Chris Gayle, Shoaib Malik, Kevin Pietersen and Ross Taylor all took part in the tournament, dubbed the Biggest Party in Sport.

El Dorado launched a countrywide consumer promotion requiring persons to purchase any El Dorado 750ml product, peel off the sticker and place it into an entry box provided to enter as part of its brand activation. The winner, Mr. George Pile, was randomly selected from thousands of entries to see the final of the CPL 2014 tournament in St. Kitts.



El Dorado Cheerleaders pose pre-game; El Dorado dispenser making its rounds



As Jamie Stewart, Commercial Director, LimaCol Caribbean Premier League, indicated. "The LimaCol CPL is the Biggest Party in Sport, and you can't have a party in the Caribbean without rum! We're extremely happy to welcome back El Dorado Rum to the Caribbean Premier League, and we look forward to working together to put on an even bigger party in 2014."

El Dorado booth at CPL (Guyana)

Chairman of Demerara Distillers Limited, Mr. Komal Samaroo, proudly and enthusiastically declared; "As a brand, El Dorado continues to demonstrate to the world that the best rums come from the Caribbean and the same can be said of CPL in the world of sports. Together with the CPL team, we will once again showcase to the world the best that the Caribbean has to offer. We are extremely excited to be the Official Spirit of the LimaCol CPL and we are looking forward to being part of the fun and excitement that this tournament brings."



El Dorado Rum - Official Partner of 2014 CPL T20 Trinidad & Tobago



For the second year running El Dorado rum sponsored the CPL T20 cricket tournament which has seen successful brand building and sampling opportunities for the brand in Trinidad.



Spin & Win promotion set up



Feather Banner signaling El Dorado's presence at the CPL



El Dorado Cheerleaders

Various activities were planned around the CPL tournament such as on trade bar promotions, duty free gift with purchase promotions, and off trade supermarket promotions. These were also supported with press and radio advertising campaigns . This year Trinidadian fans had an opportunity to snag the grand prize El Dorado was offering; a trip to St. Kitts for the final game of the CPL



El Dorado Off Trade Displays at West Bees and Tru Valu Supermarkets



In Stadia Branding

El Dorado Rum - Official Partner of 2014 CPL T20 Jamaica



CPLT20 activities in Jamaica were centered on Sabina Park. Specifically, as there were no pouring rights in the stadium, sampling and promotional activities were centered on the El Dorado Box and the West Indies Cricket Board Box on the three match days in Jamaica (July 31, August 2-3).



Scoreboard at Sabina Park

Over the three days, approximately 200 persons visited the El Dorado Box and sampled the range of rums. While the entire family of aged rums was present, the 12YO, 15YO and 8YO were the most popular. Three promotional ladies conducted the sampling (one was assigned to the WICB Box). The box was branded with El Dorado pull-up banners, framed bottle shots and other POS items and premiums. Guests received caps, polo shirts, foam hands and complimentary bottles ■

El Dorado Sampling Station in West Indies Cricket Board Box.



El Dorado Rum in the Parade of Sponsors (Jamaica)

St. Kitts & Nevis

The St. Kitts Warner Park was the host to 10 of the Limacol CPL matches that included the celebrity, semis and final matches from August 07 - 16, 2014.

El Dorado Rums, an official partner of the games was featured impressively. Fans were



given the opportunity to try some of the finest spirits in the world. They were particularly enthused with the Rum Cream, El Dorado 5YO and 15YO and were delighted to be served by the roving dispenser.



El Dorado Reps geared to serve the fans

The El Dorado brand was represented well at the games. The cheerleaders gave very spirited performances lending

to a lively atmosphere at the Park. They cheered on the exciting plays, motivated fans and promoted the rums.

During the CPL games, El Dorado Rums hosted happy hours at various hot spots such as Vibes Beach Bar, Jam Rock, Boosies and Shiggidy Shack. Bar patrons were able to sample El Dorado signature cocktails featuring the 5YO and won free tickets to see the games



El Dorado Cheerleaders (St. Kitts)

Upcoming Events

EL DORADO PROMOTIONS

27th - 30th November, 2014

BBC Good Food Show Winter

20th - 23rd November, 2014

Taste of Christmas

El Dorado Cocktail Corner



In this issue we feature a creation from Wynton Hudson of Suzie's, Kingston, Jamaica.

A rich Cream Liqueur made with 5 Year Old Demerara Golden Rum.

"This award winning velvety liqueur is a combination of the golden heritage of El Dorado, dairy cream and natural flavours and spices.

Perfect for sipping and in rich cocktails, or for mixing with coffee and adding to cakes or ice cream."



Signature Cocktail Picks

NAME: DEMERARA MIST

GLASS: Martini

GARNISH: Marshmallows, peanuts, walnuts and Demerara sugar

METHOD: Shake ingredients and strain into a glass. Add dry ice until the surface solidifies. Serve in a pre-chilled Martini glass with marshmallows coated in crushed peanuts, walnuts, Demerara sugar and flamed.

Tasting Notes: Very inviting nose packed with spice, rum and toffee. Full creamy texture with seductive roundness and extremely smooth flow across the palate. Flavours of spice, toffee and rum fill the mouth with fine spirity lift highlighting everything. Ongoing release of flavours and aromatics in very long, well sustained finish. Absolute delight.

Ingredients: 1 1/2 oz El Dorado 5 Year Old Rum;
2 oz El Dorado Rum Cream; 1/2 oz Amaretto; 1/2 oz Blue Curacao

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