Transmission of an established  
 geographical indication for a spirit drink

Rhum de la Guadeloupe  
 No EU: PGI-FR-02071  
 Submitted on 02-03-2018 ‘PGI  
 ’

**1. F technical file**

1. Name and type
2. Name (s)

Rhum de la Guadeloupe (fr)

1. Category 1. Rum
2. Country of the applicant France
3. Language of the application:

French

1. Type of geographical indication: PGI — Protected Geographical Indication
2. Contact details

1.2.1. Name and title of the applicant

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| Name and title of the applicant | Organisme de Défense et de Gestion des rums traditionnels des Départements d’Outre Mer sous indications géographiques |
| Legal status, size and composition (in the case of legal persons) | A trade association composed of sugar confectionery, distilleries, farmers and certain producers responsible for the |

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|  | Specification of the geographical indications ‘ Rum de sucrerie de la Baie du Galion’, ‘ Rhum de la Guadeloupe’, ‘ Rum de la Guyane’, ‘ Rum de la Réunion’, ‘Rum des Antilles françaises’, ‘Rum des départements français d’outre-mer’. |
| Nationality | France |
| Address | 10 rue Pergolèse  75116 PARIS |
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1.2.2. Intermediary details

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| Name of the intermediary | Ministry of Agriculture and Food |
| Address | Direction Générale de la Performance Economique et Environnementale des Entreprises (DGPE)  Office for wines and other drinks  3 Rue Barbet de Jouy  75349 Paris Cedex 07 SP  France |
| Country | France |
| Telephone | (33) (0) 149554955 |
| E-mail address (es) | liste-cdc-vin-aop-DGPAAT@agriculture.gouv.fr |

1. Details of interested parties
2. Details of the competent control authority

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| Name of competent control authority | Institut National de l'Origine et de la Qualité (INAO) |
| Address | 12, rue Henri Rol-Tanguy  TSA 30003  93555 Montreuil sous bois Cedex  France |
| Country | France |
| Telephone | (33) (0) 173303800 |
| E-mail address (es) | [info@inao.gouv.fr](mailto:info@inao.gouv.fr) |

1. Details of the control bodies
2. Description of the spirit drink

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| Title — Name of the product | Rhum de la Guadeloupe |
| Physical, chemical and/or organoleptic characteristics | The rums of Guadeloupe, at the time of marketing to the consumer, present an alcoholic strength by volume of 40 % or more and a total quantity of volatile substances, other than ethyl and methyl alcohol, of not more than 225 g/hl of pure alcohol. They have aromatic characteristics which more or less reflect those of the white or old types. |
| Specific characteristics (compared with other spirit drinks of the same category) | The micro-climatic conditions of the geographical area are favourable to the cultivation of the cane and its good maturation. Because of these conditions and the varieties selected, the canes will therefore be rich in sweet juice and in flavourings.  The know-how and the distillation conditions, in particular the alcoholic strength by volume of less than 90 %, make it possible to obtain spirits with a high level of aromatic origin. This richness of aromas is conveyed by a high level of specific volatile substances (more than 225 g/ETA), responsible for the aromatic complexity of spirits, the fact that they are long-lasting in the mouth and in some cases their suitability for ageing.  The expert know-how applied under the weather conditions of Guadeloupe allows to obtain the typcal colour and new aromatic notes: vanilla, coconuts, crystallised and exotic fruits. |

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| Title — Name of the product | Rhum de la Guadeloupe ‘white’ |
| Physical, chemical and/or organoleptic characteristics | The white ‘rum’ of Guadeloupe is ‘white’ but can have a light gold nuance. It has a maximum absorption of 0.1 nm at 420 nm for an optical path of 10 mm. It is characterised by the finesse of the aromatic notes, (in particular sugar cane, citrus fruit, exotic fruits), flowers (white flowers, tropical flowers, honey, etc.) and spices (green pepper, mint and liquorice). |
| Specific characteristics (compared with other spirit drinks in the same category) | The white rum is left to rest in tanks 3 weeks after distillation in order to dispel the undesirable flavourings from distillation and to preserve the aromatic characteristics of Guadeloupe’s rum. The white rum, because of the absence ageing or a short rest period under wood has a marked absence of colour and the aromatic characteristics of fruit, flowers and spices. |

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| Title — Name of the product | Rhum de la Guadeloupe ‘old’ |
| Physical, chemical and/or organoleptic characteristics | Rhum de la Guadeloupe (‘old’) has a honey colour with dark shades. It has a content of volatile substances other than ethyl and methyl alcohol which is equal to or greater than 325 g/hl of pure alcohol. It presents aromas of wood, flowers and fruit: orange, candied fruits, exotic fruits (banana, cocoa, coconut, mango), spices (vanilla, cinnamon, ginger, saffron...), empyreumatics (brioche, syrup). |
| Specific characteristics (compared with other spirit drinks of the same category) | Old rums, given the combination of the minimum rest period under oak (at least 3 years) and the maximum capacity of the casks (less than 650 l) take advantage of the climate conditions of Guadeloupe, characterised by specific humidity and temperature.  The extraction of wood compounds and the oxy-reduction reactions result in an increase in the colour of the rum (from honey to dark mahogany), the complexity of its aromatic profile, the degree of flavours perceptions in the mouth, the development of its roundness and the persistence of the aromas. All these developments contribute to the increase in the content of volatile substances (more than 325 g/ETA). |

1. Defining the geographical area

1.4.1. Description of the defined geographical area

The production of plant material intended for planting, producing and harvesting of sugar canes, the extraction and storage of cane juice and of the products resulting from the manufacture of cane sugar (molasses or syrups), the fermentation of the must and the subsequent distillation, the period of rest in storage tanks after distillation, breeding or ageing and the storage of the rum are all carried out in the geographical area consisting of the territory of the department of Guadeloupe.

1.4.2. NUTS area

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| FR | FRANCE |
| FR9 | DÉPARTEMENTS D'OUTRE-MER |
| FR91 | Guadeloupe |
| FR910 | Guadeloupe |

1.5. Method used to obtain the spirit drink

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| Title — Type of method | Sugar canes |
| Method | The varieties of sugar cane belong to the species Saccharum officinarum and Saccharum spontaneum or hybrids thereof.  They are subject to acclimatisation, propagation and selection in the geographical area over a period of at least three years. |
|  | Transgenic sugar cane varieties are prohibited. |

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| Title — Type of method | Extraction of juice |
| Method | The juices are extracted by mechanical pressure and saturation of the canes in water. The sugar canes are crushed and pressed in horizontal mills. |

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| Title — Type of method | Wort production |
| Method | The wort intended for fermentation is made:   * either with cane juice * or by dilution with water syrups or molasses from the various stages of processing of the sugar cane juice.   The wort intended for the production of ‘Rhum de la Guadeloupe’ supplemented by the indication ‘agricole’ is obtained exclusively from cane juice. Liming of this juice is prohibited. The use of any techniques involving the enrichment with sugars of the cane juice or the wort obtained from it, in particular by adding syrup, molasses or sugar, is forbidden.  The wort intended for the production of ‘Rhum de la Guadeloupe’ supplemented by the indication ‘de sucrerie’ is obtained exclusively from syrups or molasses obtained during the various stages of transforming cane juice into sugar. |

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| Title — Type of method | Wort fermentation |
| Method | The wort is fermented by batch distillation. |

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| Title — Type of method | Distillation |
| Method | The fermented wort, commonly called ‘wine’, is distilled according to the principles of single batch distillation, multi-stage batch distillation or continuous multi-stage distillation with reflux.  At the end of the distillation process, the rum is characterised by an alcoholic strength by volume of less than 90 % at 20 °C and a sum of volatile substances other than ethyl and methyl alcohol of 225 or more grams per hl of pure alcohol.  1 Simple distillation  The distillation is carried out using a still consisting of a boiler, a capital, a gooseneck with or without a wine heater or a water condenser, and a coil with a refrigerating device.  The capacity of the boiler may not exceed 30 hectolitres.  The ‘wine’ is heated in the boiler by means of a naked flame or by introducing water steam into a double external envelop.  The vapours from the ‘wine’ rise and reach the capital, where they condense partially. Part of them flows into the boiler after condensation, while another part of the vapours comes from the neck and is directed towards the refrigerant out of which the spirit will run.  The process may involve two successive distillations:  first the ‘wine’ is distilled to obtain  - crude ethyl alcohol after excluding products from the beginning and end of the distillation process (heads and tails);  - the second distillation, called ‘repasse’, consists of the distillation of the crude ethyl alcohol to obtain the spirit drink.  The alcoholic strength by volume of the distillate decreases during distillation, and the fractions from the beginning and end of the distillation process may be separated on the basis of their alcoholic strength by volume and added to the wine or crude ethyl alcohol of a subsequent distillation.  1 Multi-staged distillation  Distillation is carried out by means of stills composed of a boiler surmounted by a concentration column, a capital, a gooseneck, with or without a water heater, and a coil with a refrigerant appliance.  The ‘wine’ is heated in the boiler by means of a naked flame or by introducing water steam into a double external envelop.  The column is composed of a concentrating section for the vapours with a maximum of 25 trays.  Retrogradation is carried out by one or more wine heaters or water condensers.  The vapours from the ‘wine’ rise and reach the still capital, where they condense partially.  Part of the vapours return to the boiler after condensation while another part moves along the column through the trays intended to concentrate the alcohol in the vapours and heads towards the coil out of which the distillate will run.  1 Continuous multi-stage distillation with return  Distillation is carried out using columns with trays that ensure, via an immersion mechanism in the form of tunnels or caps, contact between the liquid and the gaseous flows that pass through it in opposite directions.  The columns comprise a section for exhausting the ‘wine’ of alcohol and a concentrating section where the vapours become enriched with alcohol.  The distillation apparatus consists of one or more columns having:  - an exhausting section with at least 15 trays;  - a concentrating section with a maximum of 50 trays.  Condensation is carried out by one or more wine heaters or water condensers. The condensates from these heat exchangers are directed either towards the extraction of the distillate or retrograded in the upper part of the concentrating section.  Undesirable compounds (heads and tails) can be eliminated along with the residues or in the atmosphere by degassing the ‘wine’ in the exhausting sector or by extractions in the concentrating sector during the liquid phase. |
| Title — Type of method | Maturation |
| Method | Rum intended for the production of ‘white’ rum is left to rest in tanks for a minimum of 3 weeks between distillation and packaging.  The rum covered by the complementary term ‘brown’ is kept in oak wood containers over a period of at least six months.  Those rum covered by the additional term ‘high wooden’ are kept in oak wood container for a period of at least 12 months.  Rums intended for the production of rum designated as ‘vieux’ are kept in oak casks of a maximum capacity of 650 litres for at least three years.  The minimum durations set out above are carried out without interruption, with the exception of operations necessary for the processing of the products. |

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| Title — Type of method | The finishing |
| Method | Finishing methods are permitted provided that their effect on the obscuration of the rum is lower than 2 % by volume. Obscuration, linked in particular to extraction from the wood or adjustments to the colouring by adding caramel, expressed as % of the volume, is calculated using the difference between the real alcoholic strength by volume and the gross alcoholic strength by volume. |

1. Link with the geographical environment of origin or the geographical origin

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| Title — Name of the product | Rhum de la Guadeloupe |
| Detailed information on the geographic area or origin relevant for the link. | 1 Natural factors  The Guadeloupe archipelago, situated in the tropics at 16° north latitude, enjoys a generally hot and humid climate with two distinct seasons, a dry season and a rainy season, with usually more than 5 hours of sunshine per day and more than 10 days of rain per month. There is no risk of frost.  The cane hearth in Guadeloupe is installed on plots resting at 95% on very clayey deep soils (vertissols), smectite soils and ferralitic soils. The small island of Marie-Galante has the distinction of resting entirely on a limestone base from which derives shallower soils.  2 Human factors  Many of the rural landscapes are composed of sugar cane fields. The plant belongs to the cultural heritage of the archipelago. The know-how of the sugar cane producers on Guadeloupe, backed by the cane and sugar technical centre established over half a century ago, has made it possible to adapt crops on a case-by-case basis.  Perennial and providing good cover, sugar cane helps to protect the soils against erosion and also protects its own environment, as it is a crop that uses a limited amount of inputs.  Sugar cane cultivation occupies 15 000 hectares of the utilised agricultural area of the Guadeloupe archipelago and it is often the main crop on more than 5 000 farms.  The canes are used in three distilleries for rum from sugar production and nine distilleries for agricultural rum. The cane — sugar — rum sector directly and indirectly provides more than 10 000 jobs.  Thus, for nearly four centuries, people have been specialised in the production of canes, fermentation of must, distillation and breeding.  3 Historical elements  Since the 17th century, various technological innovations took place, leading to the current ‘rum de Guadeloupe’. At first, cane began to be grown to produce sugar. The monarchy started supporting sugar production on Guadeloupe around 1645. It developed at the same time as the production of cane spirit. That was the era of sugar plantations, established in connection with the first transfer of European know-how by the first settlers, including those who came from other countries of the Americas, in particular Brazil.  Most of the sugars and spirits obtained were dispatched and marketed in French vineyards, where the sugar was refined, and the rum cut, in particular in Bordeaux, Nantes and La Rochelle.  Technology was transferred a second time towards the mid-19th century, with the advent of the steam engine and distilling columns. The steam issued served to distil the rum through a column, which is equipped with several metal trays, 3, 4, 10 or more. The steam also provided driving power for the crushing mills, which soon were made entirely of metal. The volumes processed could be increased considerably thanks to the distilling columns.  Guadeloupian distillers gradually perfected their production techniques. Following Pasteur’s work and more hygienic conditions, in particular, special attention started being paid to the fermentation process.  Production tools continued to be modernised at the end of the 19th century, and production units became increasingly specialised. Agricultural distilleries were usually smaller than factories, which each housed a sugar refinery and a distillery.  As it became better structured and more efficient in response to the strong demand for rum, in particular during the First World War, the production of Guadeloupe rum peaked at the beginning of the 20th century. Consequently, in 1922 the French authorities decided to regulate the production of Guadeloupe rum by imposing quotas on the amounts of rum sold tariff-free in metropolitan France and by defining specific analytic criteria for rum.  In 1922 two thirds of production consisted of rum from sugar production and one third of agricultural rum. It was rather easy to find market opportunities for agricultural rum on Guadeloupe itself, while the less expensive rum from sugar production was more often exported to metropolitan France.  The two types of rum continue to be produced in the same proportion. Nowadays rum production is organised within the cane — sugar — rum sector.  4. The reputation  Rum is a very popular drink in Guadeloupe, since today nearly one quarter of the production of rum is consumed on the premises by people and tourists.  Guadeloupe attracts 580 000 tourists a year (figures 2017), of which at least one out of three has visited one of the many distilleries that are open to the public. In addition to the active distilleries, there are two museums dedicated to cane and rum: Le Pays de la canne in Grande-Terre and the Moulin de Bézard a Marie-Galante.  Guadeloupe ’s rum has been awarded on a regular basis in national and international competitions: thus, 3 gold medals were obtained in 2017at the Paris General Agricultural Law.  Finally, every 4 years since 1978, ‘rum from Guadeloupe’ has been promoted in the context of the ‘Route du Rhum’, a famous global race between Saint-Malo and Pointe-à-Pir.  Rum is consumed in Guadeloupe, mainly in ‘ti-sec’, that is to say pure with a slice lemon, or ‘ti- punch’, i.e. with cane sugar syrup and possibly one or two ice cubes, but, for a few years, new uses appear: ‘old’ rum in digestives and cocktails.  Guadeloupe’s rum is also marketed in France and exported in more than 40 countries. |
| Specific characteristics of the spirit drink attributable to the geographical area | Within the rum from Guadeloupe, two categories of specific goods are distinguished: white and old rum.  For example, in the course of marketing services for Guadeloupe, only 40 % of alcoholic strength by volume, and a total quantity of volatile substances, other than ethyl and methyl alcohol, of not more than 225 g/hl of pure alcohol, have been sold to the consumer. It has aromatic characteristics which reflect more or less those of the white or old types.  The white ‘rum’ of Guadeloupe is ‘white’ but can have a light gold shade. It has a maximum absorption of 0.1 nm at 420 nm for an optical path of 10 mm. it is characterised by the finesse of the aromatic notes, (in particular sugar cane, citrus fruit, exotic fruits), flowers (white flowers, tropical flowers, honey, etc.) and spices (green pepper, mint and liquorice).  Rhum de la Guadeloupe (‘old’) has a dark honey colour, with a content of volatile substances other than ethyl and methyl alcohol equal to or greater than 325 g/hl of pure alcohol. It expresses aromas of wood and fruit: orange, crystallised fruits, exotic fruits (banana, cocoa, coconut, mango), spices (vanilla, cinnamon, ginger, saffron...) empyreumatics (brioche, syrup) . |
| Causal link between the geographical area and the product | The micro-climatic conditions of the geographical area are favourable to the cultivation of the cane and its good maturation. As a result of these conditions and the varieties selected, but also of the growers’ know-how, canes are therefore rich in sweet juice and in flavourings.  The know-how as well as the conditions of distillation, in particular the TAV lower than 90% make it possible to obtain from these canes spirits of a great aromatic richness. This richness is reflected in a high content of specific volatile substances (over 225 g / PAH), responsible for the aromatic complexity of the spirits, their persistence in the mouth and, for some of them, their ability to age.  The rum is left to rest in the tanks 3 weeks after distillation in order to dispel the undesirable flavourings from distillation and to preserve the aromatic characteristics of Guadeloupe’s rum.  Thus, the white type naturally presents an absence of colour and the aromatic characteristics of fruit, flowers and spices.  The gases applied under the weather conditions of Guadeloupe show the colour and new aromatic notes: vanilla, coconuts, crystallised and exotic fruits...  Thus old rums, under the combination of the minimum duration of housing in oak (at least 3 years) and the maximum capacity of the barrels (less than 650 l), take advantage of the hygrometry and temperature conditions specific to the climate of Guadeloupe. The extraction of the wood compounds and the controlled oxidation-reduction reactions lead to the increase of the colouring of the rum (dark mahogany honey), to the complexification of its aromatic profile, to the relaxation of the perceptions in the mouth, the development of its roundness as well as the lengthening of the aromatic persistence. All these evolutions are reflected in the increase in the content of volatile substances (more than 325 g / HAP).  The climate and soil conditions of Guadeloupe — hot and humid climate and clayey soil — are particularly well suited to growing sugar cane, and the calcareous soils of the island of Marie-Galante endow the sugar cane with a specific quality.  The quality of the rum produced from the local canes is strictly tied to the advanced art of fermentation, distillation and breeding of the rum.  For nearly four centuries, Guadeloupe distillers have constantly sought to improve the quality of the rums produced, thereby successfully securing their reputation and international visibility. |

Requirements under EU, national or regional legislation

1. Supplement to geographical indication

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| Supplement to geographical indication | Marie Galante |
| Definition, description or scope of addendum | In order to benefit from the complementary name ‘Marie Galante’, the production, the harvest of sugar canes, the extraction and storage of cane juice and of products resulting from the manufacture of cane sugar (molasses or syrups), the fermentation of the must and subsequent distillation, the period of rest in storage tanks after distillation, breeding or ageing, and the storage of the rum shall be carried out in the territory of the following municipalities in the department of Guadeloupe: Capesterre-de-Marie-Galante, Grand-Bourg, Saint-Louis . |

1.9. Specific rules concerning labelling

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| Title | General rules |
| Description of the rule | Rums for which the geographical indication ‘Rhum de la Guadeloupe’ will be claimed cannot be offered for sale to the public, shipped or put on sale unless the aforementioned geographical indication along with any supplementary indications are printed in visible characters on the declarations, labels, invoices and all commercial documents, as well as on movement documents. |
|  | The designations ‘Rum de Guadeloupe’ and ‘Rum Guadeloupe’ may be used as supplementary labelling terms. |

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| Title | Supplementary terms ‘blanc’, ‘brun’, ‘élevé sous bois’, ‘vieux’ |
| Description of the rule | The geographical indication ‘Rhum de la Guadeloupe’ may be supplemented by the term ‘blanc’, ‘brun’, ‘élevé sous bois’ or ‘vieux’ in the case of rums that meet the production criteria set for those terms under the title ‘description of the spirit drink’ and ‘method for obtaining the spirit drink’ of the technical file. |

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| Title | Supplementary terms ‘agricole’, ‘de sucrerie’ |
| Description of the rule | The geographical indication ‘Rhum de la Guadeloupe’ may be supplemented by the term ‘agricole’ or ‘de sucrerie’ in the case of rums that meet the production criteria set for those terms under the title ‘method for obtaining the spirit drink’ of the technical file. |

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| Title | Terms relating to ageing |
| Description of the rule | The following terms relating to a length of ageing may be used to complement the term ‘vieux’ only under the following conditions: |
|  | * the term ‘VO’, ‘ Très Vieux’, ‘Very Old’ for rum aged at least 3 years * the term ‘VASA’, ‘Vieille Reserve’, ‘Reserve’, ‘Cuvée Speciale’ for rum aged at least 4 years * the term ‘Grande Reserve’, ‘ Extra Vieux and ‘Extra old’, ‘XO’, ‘outside of the age’, for rum aged at least 6 years. * the words ‘vintage’ followed by the year for rums aged at least 6 years |

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| Title | Complementary Geographical designation |
| Description of the rule | The geographical indication ‘Rhum de la Guadeloupe’ may be supplemented on labels by the geographical designation ‘Marie Galante’ for rums that meet the criteria defined under the title ‘Supplement to the geographical indication’. |

2. **other information**  2.1. Supporting material

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| File name: | CDC IG Rhum Guadeloupe BO.pdf |
| Description | Specification of ‘Rhum de la Guadeloupe’ |
| Type of document | Specification: |

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| File name: | RhumGuadeloupe\_joe\_20150128\_0030.pdf |
| Description: | Order on the approval of Rhum de la Guadeloupe |
| Type of document | Other document |

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| File name: | RhumDeLaGuadeloupe\_joe\_20150219\_0048.pdf |
| Description: | Amending order on Rum de la Guadeloup |
| Type of document | Other document |

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| File name: | CDC\_RhumDeLaGuadeloupe\_février2018.doc |
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| Description: | Proposal for amended product specifications. |
| Type of document | Other document |

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| File name: | NAF RhumGuadeloupe 20180220.doc |
| Description: | Note from the French authorities. |
| Type of document | Other document |

2.2. Link to the product specification

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| Link: | https://info.agriculture.gouv.fr/gedei/site/bo-agri/document\_administratif-4b125b08-66bd-42bc-b921-fabed8ba0d22 |