Transmission of an established  
 geographical indication for a spirit drink

Rhum de la Réunion (EU): PGI-FR-02073  
 Submitted on 26-12-2017 ‘PGI’

**1. F technical file**

1. Designation and type
2. Name (s)

Rhum de la Réunion (fr)

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

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 rhums 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 of the products 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 |
| Country | France |
| Telephone | (33) (0) 143871265 |
| E-mail address (es) | odg.rhums@orange.fr |

1.2.2. Intermediary’s contact 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 PS  France |
| Country | France |
| Telephone | (33) (0) 149554955 |
| E-mail address (es) | liste-cdc-vin-aop-DGPAAT@agriculture.gouv.fr |

1. Contact details of interested parties
2. Detailed information on 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. Detailed information on the inspection bodies
2. Description of the spirit drink

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| Heading — Name of the product | Rhum de la Réunion |
| Physical, chemical and/or organoleptic characteristics | When marketed to consumers, “Rhum de la Réunion” has an alcoholic strength by volume of more than or equal to 40 % vol and a total quantity of volatile substances other than ethyl and methyl alcohol which is equal to or greater than 225 g/hl of pure alcohol. They have aromatic characteristics which reflect more or less those of the ‘blancs’, ‘vieux’ categories or ‘Grand arôme’. |
| Specific characteristics (in comparison with other spirit drinks of the same category) | The micro-climate of the geographical is are favourable to the cultivation of the cane and its good maturation. Thanks to these conditions and the varieties selection, the canes will be rich in sweet juice and in flavourings. Réunion’s canes are indeed one of the best in the world, making it possible to have specific molasses.  The know-how and the conditions of distillation, in particular the alcoholic strength by volume of less than 90 %, enable to obtain spirits characterized by a specific aromatic richness. This richness is reflected in a high level of specific volatile substances (more than 225 g/HAP), responsible for the aromatic complexity of the spirits, the fact that they have a persistent flavor in the mouth and in some cases their suitability for ageing.  Farming know-how applied under the climatic conditions of Reunion allows to obtain colour and aromatic notes of vanilla and wood. |

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| Heading — Name of the product | Rhum de la Réunion « blanc » |
| Physical, chemical and/or organoleptic characteristics | The rum from Réunion (white) is a synthetic rum from Réunion. It is characterised by aromatic notes, particularly banana, flowers, empyreumatic, spices, molasses and liquorice root. |
| Specific characteristics (in comparison with other spirituous beverages of the same category) | The micro-climatic conditions of the geographical area are favourable to the cultivation of the cane and its good maturation. On account of these conditions and the varieties selected, the canes will therefore be rich in sweet juice and in flavourings. Réunion’s canes are indeed one of the best in the world, which makes it possible to have specific molasses.  The know-how as well as the distillation conditions, in particular the alcoholic strength by volume of less than 90% make it possible to obtain a spirit with a great aromatic richness. This richness is reflected in a high content of specific volatile substances (more than 225 g / HAP), responsible for the aromatic complexity of the spirit and their persistence in the mouth.  ‘white’ rum on account of their conditions of storage have a lack of colour andare characterised by aromas of fruit, plants, flowers and vegetables. |

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| Heading — Name of the product | Rhum de la Réunion « vieux » |
| Physical, chemical and/or organoleptic characteristics | Rhum de la Réunion « vieux » is a rum from Réunion that has a total quantity of volatile substances other than ethyl and methyl alcohol which is equal to or greater than 325 g/hl of pure alcohol. Its colouring ranges from gold to mahogany and it has complex aromatic characters which have spicy, wood and fruit notes (preserved and exotic fruits). |
| Specific characteristics (in comparison with other spirituous beverages of the same category) | The micro-climatic conditions of the geographical area are favourable to the cultivation of the cane and its good maturation. On account of these conditions and the varieties selected, the canes will therefore be rich in sweet juice and in flavourings. Réunion’s canes are indeed one of the best in the world, which makes it possible to have specific molasses.  The Know-how and the conditions of distillation, in particular the alcoholic strength by volume of less than 90 %, enable to obtain spirits of a high aromatic richness.  This wealth is translated by a high level of specific volatile substances (more than 225 g/HAP), responsible for the aromatic complexity of spirits, their persistence in the mouth and in some cases their suitability for ageing.  The combination of the minimum resting period under oak wood (at least 3 years) and the maximum capacity of the casks (less than 650 l) make it possible for the rum ‘vieux’ to take advantage of the micro-climate in Réunion. Such conditions also allow the rum to extract wood compounds and to start parts of the oxydorreduction response which lead to the increase in the colour of the rum, the complex structure of its aromatic profile combining notes of spicy, forestry and fruit (preserved and exotic fruits), the development of the roundness and the extension of the aromatic appearance. |

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| Heading — Name of the product | Rhum de la Réunion « Grand arôme » |
| Physical, chemical and/or organoleptic characteristics | Rhum de la Réunion « Grand arôme » is a Reunion rum with a minimum content of volatile substances other than ethyl and methyl alcohol equal to or greater than 800 grams per hectolitre of pure alcohol and a minimum ester content equivalent or greater than 500 grams per hectolitre of pure alcohol. The "Grand arôme" rums are characterized by their complexity and aromatic power, their profile presents characteristic spicy, balsamic and amylic notes. |
| Specific characteristics (in comparison with other spirituous beverages of the same category) | The micro-climatic conditions of the geographical area are favourable to the cultivation of the cane and its good maturation. Thanks to these conditions and the varieties selected, the canes will therefore be rich in sweet juice and in flavourings. Réunion’s canes are indeed one of the best in the world, which is due to its specific molasses.  The Know-how and the conditions of distillation, in particular the alcoholic strength by volume of less than 90 %, allow to obtain spirits characterised by a high aromatic richness.  The musts intended for the production of "Rhum de la Réunion" "Grand arôme" are made from a mixture of molasses, vinasse and water. These conditions make it possible to obtain, after fermentation, a wine which is extremely concentrated in aromas, which after distillation results in an ester content equal to or greater than 500 g / HAP, a total of volatile substances equatl to or greater than 800 g / HAP and the appearance of amylic notes. |

1. Defining the geographical area

1.4.1. Description of the defined geographical area

The production of plant material for the planting, production and harvesting of sugar canes, the extraction and storage of cane juice, the fermentation of the must, the distillation, the period of rest in storage tanks after distillation, the breeding or ageing, and the storage of the rum all take place within the defined geographical area. The geographical area consists of the territory of the municipalities in the department of Réunion.

1.4.2. NUTS area

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| FR | FRANCE |
| FR9 | OVERSEAS DEPARTMENTS |
| FR94 | Réunion |
| FR940 | Réunion |

1.5. Method for obtaining 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 signs of association, multiplication and selection in the geographical area for a period of at least 3 years. |
|  | Genetically modified sugar cane varieties are prohibited. |

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| Title — Type of method | Extraction of juice |
| Method | The juice extraction is carried out by mechanical pressure and soaking of the canes. The sugar canes are crushed and pressed in horizontal mills. |

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| Title — Type of method | Must production |
| Method | The must intended for fermentation is made:   * either with cane juice * either by dilution with water of the syrups or of the molasses resulting from the various stages of processing the sugar cane juice.   The must that is intended for the production of rum with the complementary term ‘de sucrerie’ is produced exclusively from syrups or molasses.  The must intended for the production of rum qualifying for the complementary term ‘agricultural’ is made exclusively from cane juice. The use of any technique for sugar enrichment of the cane juice or the must produced therefrom, in particular by adding syrup, molasses or sugar, is prohibited. |
|  | The must for the production of rum ‘Grand arôme’ is produced from molasses, vinasses produced by the previous distillation and water. |

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| Title — Type of method | Must fermentation |
| Method | The fermentation is discontinuous. |

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| Title — Type of method | Distillation |
| Method | The distillation of the fermented must, commonly known as ‘wine’, must be carried out in accordance with the principles of continuous distillation.  “multi-staged” with return, of the simple discontinuous and the multi-stage discontinuous distillation.  The rums in the daily collector at the end of the distillation process have an alcoholic strength by volume of less than 90 % at 20 °C and a total content of volatile substances other than ethyl and methyl alcohol equal to or exceeding 225 grams per hectolitre of pure alcohol.  1 Continuous multi-stage distillation with return  The distillation is carried out by means of columns contanining trays ensuring, thanks to bubbling elements, the contact between the liquid flows and the gaseous flows which cross them in countercurrent. The columns include a zone of alcohol exhaustion of the "wine" and a zone of concentration in which the vapors will be enriched in alcohol.  The distillation apparatus consists of one or more columns having:  - an area where ‘wine’ has been exhausted in alcohol of at least 15 trays;  - a zone with a maximum of 50 trays in which to concentrate vapours.  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) may be removed from the residues or in the atmosphere by degasing ‘wine’ in the area of exhaustion and in liquid extraction in the concentration area.  1 Simple distillation  The distillation is carried out using a still consisting of a boiler, a still head, a gooseneck with or without a wine heater or a water condenser, and a coil with a refrigerating device.  The ‘wine’ is heated in the boiler by means of a naked flame or by introducing water steam into an double external envelope.  The vapours from the ‘wine’ rise and reach the still head, where they condense partially. Part of them return to the boiler after condensation, while another part of the vapours goes through the neck and is directed towards the refrigerant at the outlet of which, the distillate flows.  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.  Undesirable compounds (heads and tails) can be removed in the tailings or in the atmosphere by degassing the "wine" in the depletion zone as well as by liquid phase extractions.  2 Multi-staged distillation  Distillation is carried out by means of stills composed of a boiler that has been surmounted by a concentration column, a still head, a gooseneck, with or without a water heater or water condenser and a coil with a refrigerant.  The ‘wine’ is heated in the boiler by means of a naked flame or by introducing water steam into a double external envelope.  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 head, where they condense partially. Some of them return to the boiler after condensation, while another part of the vapours goes to the column through the trays for concentrating vapours in alcohol and is directed towards the refrigerant at the outlet of which the distillate flows.  The process can include the succession of two distillations:  - The first consists in the distillation of the "wine" and makes it possible to obtain the ‘brouillis’, after having discarded the products of beginning and end of the distillation (heads and tails);  - The second so-called "repasse" consists of the distillation of the brouillis and allows to obtain the spirit.  The alcoholic strength by volume of the distillate decreases during distillation and the head and tail fractions of distillation may be separated according to their alcoholic strength by volume and added to the wine or brouillis of a subsequent distillation. |

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| Title — Type of method | Maturation |
| Method | Rum intended for use in the production of white ‘agricole’ rum is left to ‘mature’ in tanks for a minimum period of 3 weeks between distillation and packaging.  They ‘brown’ rums are kept to in oak wood containers for a period of at least six months.  ‘Élevé sous bois’ rums are kept in oak wood containers for a period of at least 12 months.  Rums intended for the production of rum designated as ‘vieux’ are kept in oak wood containers of a maximum capacity of 650 litres for at least three years.  The minimum periods defined above are carried out without interruption, with the exception of handling operations necessary for the production of the goods. |

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| Title — Type of method | The finish |
| Method | Finishing methods are permitted provided that their effect on the obscuration of the rum is lower than 2 % by volume. The level of obscuration, in particular in connection with the extraction of wood or the adaptation of the colour by adding caramel, expressed in % vol, corresponds to the difference between the actual alcoholic strength by volume and the crude alcoholic strength by volume. |

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

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| Heading — Name of the product | Rhum de la Réunion |
| Detailed information on the geographic area or origin relevant for the link. | 1 Natural factors  Réunion is an island in the Indian Ocean which has two very distinct climatic seasons. There is a dry period, during ‘the winter in southern Europe’, that goes from May to November, with generally sunny weather (21 to 28 °C on the coast). The period of rain in the summer from December to April (26 to 32 °C) is subject to a high risk of tropical depressions.  Soils for sugar cane are generally young, formed on volcanic ash, acidic and thin because of erosion phenomena and relatively large scouring. They have a good general chemical fertility (nitrogen, phosphorus, potassium) and are globally characterized by a good water storage capacity. These conditions are favorable to the production of sugar cane.  2 Human factors  The growing of sugar cane in La Réunion started at the end of the nineteenth century. With the colonial pact, Réunion will become an island with sugar and rum. The rum will stay and deeply impact the life of the population of Réunion.  On Réunion, the main beverage of the creoles at the beginning of settlements is the fangourin, fermented cane juice. In 1704, stills appeared and the fangourin started to be distilled to obtain spirits. From 1815, cane farming is experiencing great growth and sugar exports increased from 21 tonnes in 1815 to 72 000 tonnes in 1861. The sugar industry mobilised all available cane and the production of rum was practically done only from its residues (molasses). The history of Reunion distilleries is closely linked to that of sweets. Thus, after an initial euphoric period, during which the number of factories increased at a rapid rate, the sugar economy experienced, from 1860 to 1914, a severe crisis. From 189 sugar factories existing in 1830, they drop to around twenty around 1914. This reduction in the number of distilleries continued until today arriving at three distilleries in activity.  Over the past, Réunion has selected the most suitable varieties of cane for physical use and has developed a perfect command of their culture.  Continuous flow devices (stills or simple columns) found in the 18th century enabled finished products to be obtained simply by distillation, and thus helped to increase productivity. On the other hand, Réunion per se has been working to pay particular attention to the quality of fermentation so as to avoid bacterial growth and promote yeast action. At the same time, distillers have mastered the aging techniques of their spirits under oak and the special methods of preparing molasses for "Grand arôme" rum.  In 2013, cane cultivation accounted for 24 400 ha (or 57 % of the utilised agricultural sector), corresponding to approximately 3 500 ha of business production and an annual production of 1,8 million tonnes. The treatment of those canes creates approximately 60 000 tonnes of molasses. In 2009, the production of rum on the island by 3 distilleries was 52 185 hl of alcoholic alcohol, of which approximately 370 hl of alcohol for rum production, of which 370 hl for ‘Grand arôme’ and 706 hl for ‘agricule’. |
| Specific characteristics of the spirit drink attributable to the geographical area | rhum de la Réunion is marketed as having an alcoholic strength by volume of more than 40 % vol and having a content of volatile substances greater than 225 g/HAP. It presents aromatic characteristics, more or less typical of the categories ‘blanc’ ‘vieux’ or ‘Grand Arôme’.  White rum is colourless. It is characterised by fruit aromatic notes, particularly banana, plants, flowers, empyreumatic, spicy, molasses and liquorice root.  Old rum has a total quantity of volatile Substances other than ethyl and methyl alcohol which is equal to or greater than 325 g/hl of pure alcohol. Their colouring extends from gold to mahogany and they offer complex aromatic characters with notes of vanilla, spices, woods and fruit (preserved and exotic fruits).  Rum ‘Grand arôme’ has a minimum content of volatile substances, other than ethyl and methyl alcohols, of 800 grams or more per hl of pure alcohol and a minimum content of esters equal to or greater than 500 g/hl of pure alcohol. ‘Grand arôme’ rums are characterised by their complexity and their aromatic power, and their profile has spicy notes and characteristics of balsamic preparations. |
| Causal link between the geographical area and the product | The reputation of ‘Rhum de la Réunion’, which is confirmed by the very numerous labels of commercial goods at the end of the 19th century, is linked to its typical features. The main characteristic is the result of a combination of natural factors and the kow-how of traditional cane producers who have been able to adapt their methods of production to the various natural areas and the particular weather conditions of that department.  The soil conditions and the climate on Réunion are favourable to the production of sugar cane. Cultivation requires temperatures above 20 °C, significant rainfall during the growth period (southern summer), a period of moderate water stress during the maturation phase (southern winter) and naturally fertile soils.  The expansion of the sugar industry and distilleries in the 19th century and the various innovative technology applied to the process have contributed very strongly to the development of the quality of rum.  The aromatic characteristics of rum ‘blanc’ are directly linked to the elements mentioned above, while the colour and complexity of old rum are associated with the local know-how about ageing under wood. The specific nature of ‘Grand arôme’ rum is in large part the result of the know-how involved in the preparation of the molasses before fermentation.  The quality of rhums de la Réunion has generated a reputation maintained by multiple awards obtained at prestigious international competitions (medals from the mid-nineteenth century competitions in Paris, Amsterdam, Antwerp, Moscow ..., more than 63 medals since 2003 in London, Brussels, Paris, San Francisco, Frankfurt, Chicago ...). This notoriety allowed the recognition in the appellation of origin in 1988 and the registration in 1989 at the community level as a geographical indication. |

1. Requirements under EU, national or regional legislation
2. Supplement to geographical indication
3. Specific rules concerning labelling

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| Title | General rules |
| Description of the rule | Rums for which the geographical indication ‘Rhum de la Réunion’ is 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 ‘Rhum de la Réunion’, ‘Rhum Réunion’ and ‘Rhum de l’île de la Réunion’ may be used as additional labelling terms. |

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| Title | Additional words ‘blanc’, ‘brune’, ‘élevé sous bois’, ‘vieux’, ‘Grand arôme’ |
| Description of the rule | The geographical indication ‘Rhum de la Réunion’ may be supplemented by the words ‘blanc’, ‘brune’, ‘élevé sous bois’, ‘vieux’, ‘Grand arôme’ for rum satisfying the conditions of production laid down for those terms in the headings ‘description of the spirit drink’ and ‘method of manufacture of the spirit drink’ in the technical file. |

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| Title | Additional words ‘agricole’ or ‘de sucrerie’ |
| Description of the rule | The geographical indication ‘Rhum de la Réunion’ may be complemented by the term ‘agricole’ or ‘de sucrerie’ in the case of rums that meet the production criteria set for those terms under the heading ‘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 |

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

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

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| File name: | RhumReunion\_joe\_20150128\_0031.pdf |
| Description: | Order of the approval for Rhum de la Réunion |
| Type of document | Other document |

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| File name: | RhumDeLaRéunion\_joe\_20150219\_0043.pdf |
| Description: | Amending decree ‘Rhum de la Réunion’ |
| Type of document | Other document |

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| File name: | CDC\_RhumdelaRéunion\_décembre2017.doc |
| Description: | Proposal for amended product specifications. |
| Type of document | Other document |

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| File name: | NAF RhumRéunion 20171215.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-06ebf946-123f-4f3a-bcf9-655bb3ce8419 |
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