



## Distilled Spirits Aotearoa (NZ) Incorporated

New Zealand Business Number (NZBN): 9429047031708

Certificate of Incorporation: 2716891

Registered office: 16d Sunley Street, Westtown, New Plymouth 4312, New Zealand

Telephone: +64(0)21 222 9881 email: chair@distilledspiritsaotearoa.org.nz

DistilledSpiritsAotearoa.org.nz

---

### New Zealand Rum Definition

#### BACKGROUND:

A working definition for New Zealand rum was recognised by the New Zealand distilling community on June 1 2022, and was passed into the bylaws of Distilled Spirits Aotearoa (DSA) on 6 October 2022.

#### DEFINITION

1. Rum is a spirit drink:
  - a. obtained exclusively by alcoholic fermentation and distillation of sugar cane molasses, sugar cane syrups, sugar cane juices or cane sugar produced during the processing of sugar cane.
  - b. distilled at an alcohol content of less than 95.0 % alcohol by volume at 20 degrees Celsius.
  - c. produced in such a way that the product has the characteristics derived from the natural raw materials and the processes of fermentation and distillation.
  - d. which includes mixtures solely of the above distillate.
  - e. bottled at a minimum of 37.5% alcohol by volume at 20 degrees Celsius.
2. Flavoured rum is rum to which has been added natural flavouring materials. Flavours may be with or without the addition of sugar and bottled in accordance with the labelling and excise laws of New Zealand.
  - a. If botanicals or flavours are added to the rum, it is required to be labelled as a "Spiced", "Botanical" or "Flavoured" rum. Alternatively, the predominant flavour may be labelled on the front.
3. Colouring may be added to Rum for the purpose of consistency and then only natural colouring (E150a) or caramel from sugars may be used.
  - a. Flavoured rum as defined in section 2 may be coloured by other means.
4. Where a statement of age is given, it shall be that of the youngest distilled spirit in the product and shall be expressed in terms such as "\_\_\_ years old".
5. Where a statement of maturity is given, the rum shall have been suitably matured in wooden vats or barrels for not less than one year.
6. **New Zealand Rum** is a spirit drink that has been produced in accordance with the above definition exclusively in New Zealand.