

Work Hard, Drink Well with DON Q RUM

Don Q Rum quickly set itself apart as a leader in the rum category thanks to an unwavering dedication to good, old-fashioned hard work. “You can find me on premise discussing cocktail programs with a bartender, working with distributors and even on the phone at 4 a.m. negotiating pricing with our New Zealand distributor,” says John Eason, Chief Operating Officer/EVP for Serrallés USA, of his and those within the brand’s work ethic. “We are a small company and everyone hustles,” he adds.

At the center of the Puerto Rican company’s hard work is the pride that’s built into every bottle of Don Q Rum. “Our non-negotiable is to continue to produce ‘honest’ rum. Our company has a fantastic rum-producing history and heritage. We don’t compromise or cut corners,” Eason says. Don Q’s line of various bottlings means drinkers with equally diverse palates will be able to find something to love about Don Q. “The Cristal appeals to younger drinkers with its mixability. Our aged expressions play well with bourbon and whisky drinkers,” says Eason. Don Q also has a leg up

in the culinary world not only as a great pairing rum but as a surprisingly delightful ingredient within certain dishes. “Our luxury aged rums, with all the flavor elements of fine aged spirits—tannins, oak, vanilla, dried fruit, leather, chocolate—simply bring recipes to life!” says Eason. “Don Q Single Barrel beurre blanc sauce with fennel and thyme is a flavor explosion. Pair that with a classic Don Q Single Barrel Sazerac or Manhattan and you have quite a treat.”

Don Q assembled an extensive network of mixologists around the country who love the brand’s unique profiles, and the rums shine bright in island-style cocktails such as Hurricanes and Daiquiris as well as in punches. The company holds a “Cane Camp” in Puerto Rico that introduces bartenders and beverage professionals to the brand and to the art of rum-making. We are a dedicated, passionate bunch who are blessed to represent some of the finest rums in the world,” says Eason, who has high expectations for the brand. “Within five years we expect that our Gran Añejo and Signature Series Rums will set the standard for premium rum.” —Matt Jackson

Tasting Notes

Don Q 2007 Signature Release

Single Barrel A handsome hue of deep amber, the aromas of wheat bread, burnt orange, toffee and peach tart zoom out of the glass. The unblended rum, aged in American white oak, offers body and structure, with a curvy roundness. Apricot and butterscotch add depth to a nectar-like mouthfeel. The touch of spice on the finish melds with orange peel and brown sugar. **95** —Meridith May



Don Q Oak Barrel Spiced Rum

Made with three-year-old rum, nutmeg and allspice tickle the nose along with notes of orange Pekoe tea and English toffee. On the palate, the smooth nature of this elegant creature sends up flavors of walnut, pears, honeyed toast and ripe papaya. It’s compelling and multi-layered, and gives you an entrée to the distinguished yet sippable side of rum. **94** —M. M.

