

Kreol Retail teams up with Rhum Clément

By **Hibah Noor** on April, 15 2019 | Spirits & Tobacco



Matthieu de Lassus, Export Director, Rhum Clément, with Lal Arakulath, CEO of Kreol Group

Kreol Retail FZE has been appointed as a travel retail distributor of Rhum Clément for select Middle East countries.

“We are bringing an exotic lifestyle and a bit of Caribbean history to our customers,” said Lal Arakulath, CEO of Kreol Group. “This particular rum has been made on the French island of Martinique for more than 130 years. Listed among the Top 10 Trending Rum Brands in 2019, it has got numerous global awards and is present in more than 80 countries.”

Martinique has long had the reputation of having the best terroir for sugarcane cultivation, long before Homère Clément decided to press sugarcane to produce rum. He purchased the prestigious sugar plantation, the 43-acre Domaine de l’Acajou, in 1887, to perfect his method of rum production known today as Rhum Agricole.

Habitation Clément, the home of Rhum Agricole and historic birthplace of Rhum Clément, receives many thousands of spirit enthusiasts each year who visit the distillery and taste barrel samples in the cellars.

Every year, Habitation Clément releases carefully selected aged Rhum Agricole as part of its Grand Reserve portfolio.

With a dark mahogany color, Clément XO Rhum Agricole is distilled from fresh pressed sugarcane juice and aged a minimum of six years in a combination of virgin and re-charred oak barrels, yielding a rum with a smoky aroma and lingering finish.

This rum is accentuated by the intense charred wood flavors balanced by the natural sweetness of the sugarcane distillate and displays some of the finest floral notes and pure character of the Clément cellar.

Rhum Clément Select Barrel is aged in oak barrels selected for their rich natural sweetness and intense aromatic qualities resulting in an aged Rhum Agricole with well-balanced sweetness. Clément Select Barrel is characterized by its soft vanilla notes and smooth finish.

Clément Rhum Vieux Agricole is aged a minimum of three years in virgin Limousin barriques and re-charred Bourbon casks. Maturing in a variety of the world’s finest oak barrels gives this rum its brilliant mahogany color, its roasted cocoa bean aroma and its smooth mellow character.

Matthieu de Lassus, Export Director, Rhum Clément, said: “We look forward to working with Kreol Group. We are confident that the unique Rhum Clément will be the ideal choice for travelers looking for an exotic new thrill. Since 1887, our products have been crafted according to the purest traditions inherited from Homère and Charles Clément. Our rum is produced in strict compliance with the guidelines of the Appellation d’Origine Contrôlée.”