

Mount Gay aiming to raise bar

The locally brewed Mount Gay Rum isn't performing to the levels parent company Rémy Cointreau is expecting.

That's just for now, however, as there are plans in the works to take the world's oldest rum to the next level.

During Tuesday's Long Service Awards presentation for staff of Mount Gay Distilleries at the company's visitor centre on Spring Garden Rémy Cointreau chief executive officer (CEO) Valerie Chapoulaud-Floquet explained that as a group the French-based company was performing well in the market.

She said that sales of all the company's brands were up ten per cent in the last six months and were almost on budget. However, she said the Mount Gay brand was still not where they would like it to be.

Chapoulaud-Floquet said the company remained extremely ambitious and she hinted at a number of planned projects for the rum, which was created in 1703.

Following her speech, she and other Rémy Cointreau officials presented long-standing employees with special awards.

Twelve workers were honoured, with the most special presentations being to those with 20 years of service: Rodney Joseph, June Haynes and Anthony Alleyne.

Speaking to the



RÉMY COINTREAU CEO Valerie Chapoulaud-Floquet said the company remained very ambitious.

WEEKEND NATION on the sidelines of the event, Mount Gay Distilleries managing director Raphael Grisoni agreed with the CEO's remarks.

"Barbados is the best place of rum. Mount Gay, together with the plantation and the distillery, plus the ageing, has a fantastic know-how which has been continued now for over 300 years," Grisoni said.

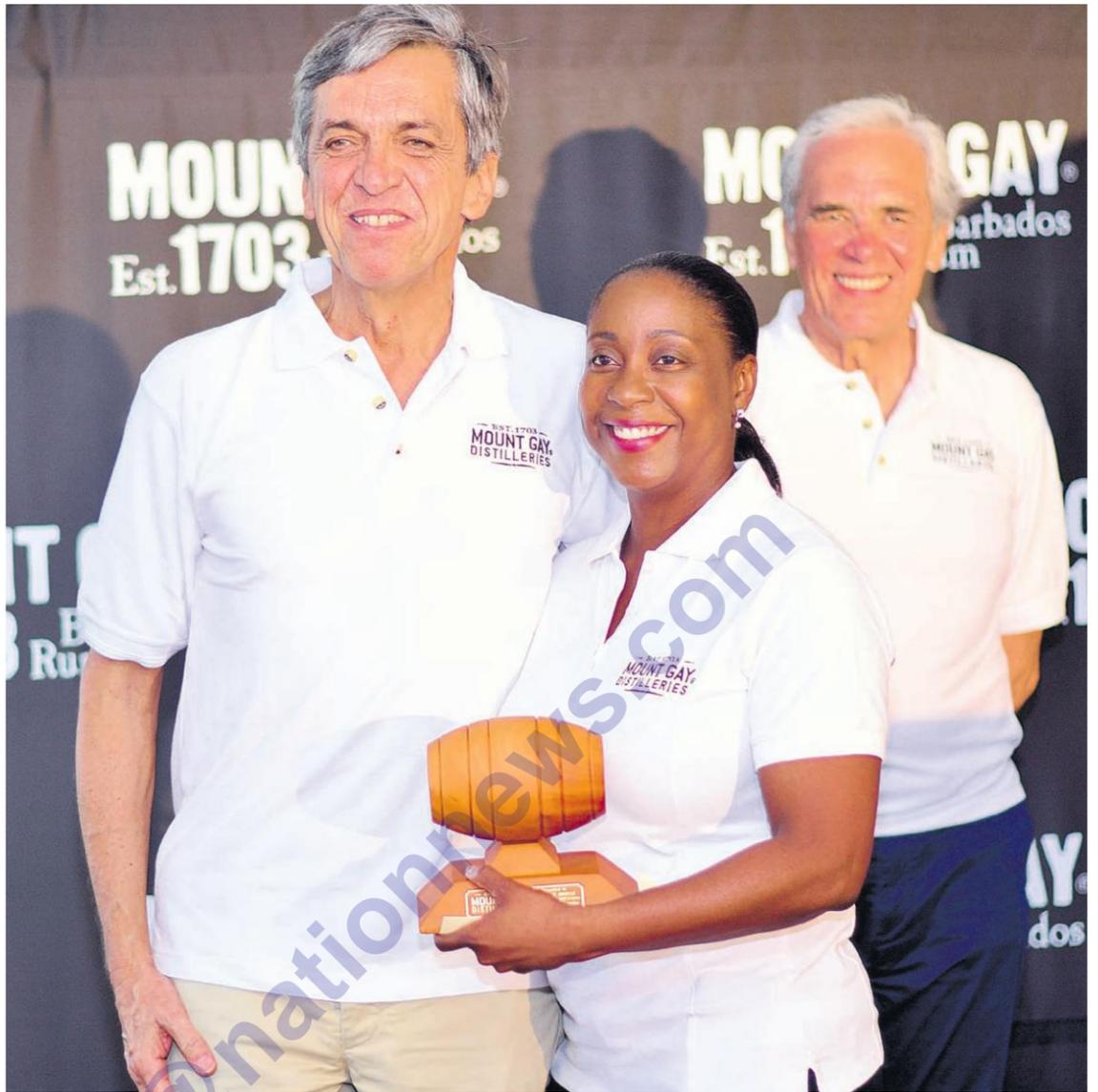
"There is so much we can leverage on. So, yes, we are doing good, but we can do much better if we manage to leverage even more our fantastic assets and this is our challenge."

Pointing to the brand's potential, Grisoni said the XO and 1703 variants of the rum were strong drivers of growth.



Mount Gay Distilleries managing director Raphael Grisoni.

He said Mount Gay Distilleries had been very trade-focused on the worldwide market and needed to become more client-centric and enhance their ground awareness. (AD)



RÉMY COINTREAU CHAIRMAN François Hériard Dubreuil presenting human resource manager Candace Browne with her ten-year service award.

(Pictures by Alex Downes.)

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