

BEVERAGES

BOOSTING RUM

A diverse selection of sophisticated flavors to capture the desired authenticity and complexity of several rum styles

FIRMENICH: YOUR PREFERRED PARTNER FOR ALCOHOLIC DRINKS



A dedicated global network of R&D and technical experts, supported by in-depth local taste understanding



An unrivaled spirits tonality excellence offering to deliver authenticity and complexity through cost-effective solutions



An innovation pipeline in line with rising consumers' demand for naturality and wellbeing



“ Rum is a type of spirit obtained by the distillation of molasses and/or fermented sugar cane juice. Commercially available Rums are often a blend of different “marks” (individual distillates) which are carefully crafted by Rum Master Blenders. Many different styles of Rum exist (White, Gold, Dark, Spiced, etc.) depending on maturation and finishing techniques, producing countries as well as mixture with other ingredients (sugars, spices, fruits). ”

Rum and Firmenich

To capture the essence and the diversity of great rums you need the right expertise. Through our industry leading R&D, and leveraging proprietary analytical and sensory capabilities, we studied the volatile and non-volatile composition of several unique rums to truly understand taste and profile attributes driving preference. Combined with years of flavor creation experience and knowledge, we have perfected a modular rum toolkit capturing the most common and differentiating rum attributes and allowing you to create the exact profile you desire.

Firmenich Rum Toolkit: our Approach

Base Flavors

Reference flavors evolving around the two most known rum styles: White and Gold/Oro, showing different degrees of maturation. These flavors can be sold as such, or used as base for creation.



Unique Spirit Flavors

Distinctive flavors containing a base flavor and one or several signature key(s) and sold as fully integrated solutions.

Signature Keys

Concentrated top notes providing specific aromatic directions, such as green, oak, honey or ester notes. These flavors can be sold as such and added on top of a finished product to provide a premium distinctive twist or used as building blocks for creation to increase flavor profiles' complexity.

A modular and versatile tool to co-develop solutions perfectly meeting your needs

Flavor Code	Flavor Name	Description
555726 T	RUM FLAVOR	Typical Rum style, with Alcoholic, Fusel, Mushroom notes
050006 2319TIA	RUM FLAVOR	Cuba Aged Rum style, with Alcoholic, Fusel, Mushroom, Vanillic, Oak, Woody notes
050006 2324TIA	RUM FLAVOR	Jamaican Rum style, with Alcoholic, Oak, Vanillic, Dried Fruits, Sweet, Caramelic notes
050006 2325TIA	RUM FLAVOR	Guatemalan Rum style, with Alcoholic, Oak, Vanillic, Dried Fruits, Sweet, Winey notes
575275 C	RUM FLAVOR	Dark Rum style, matured, complex, with Dried Raisins, Brown Sugar, Woody notes – NAT compliant
538813 TGE	RUM WHITE FLAVOR	White Rum style, with slight mushroom notes
050006 2310TIA	Rum Heavy Ester Key	Delivers heavy wavy character and long lasting
050006 2311TIA	Rum Top Note Key	Delivers rummy and floral top note, first impact, "nose", sweet and matured
050006 2315TIA	Rum Alcohol Key	Delivers alcoholic harsh top note and volatility, fusel-like
050006 2317TIA	Rum White Flavour	Delivers straight-forward white rum character, sweet and slightly smoky
050006 2316TIA	Rum Jamaican Key	Delivers Alcoholic, Oak, Vanillic, Dried Fruits, Sweet, Caramelic notes

For more information about recommended applications, dosage rates, or to order samples, please contact your Firmenich Account Manager.