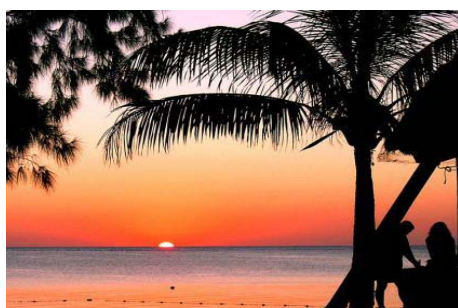


NEW GROVE

The treasure
of Mauritius island







New Grove Brand Identity

EXOTISM & AUTHENTICITY

- Mauritius = the paradise island
- New Grove = name of a little town in the South of Mauritius
- Long-lasting rum and sugar tradition
- New Grove rums are very aromatic and offer various exotic notes

UNICITY

- Aged rums are blended rums to get the best selection of aromas
- 1st Mauritius rum awarded at international spirit competitions
- 100% of the oak casks come from Limousin (French region)
- 40% of the oak barrels we use are new
- 25% of the rums finish their ageing process in Porto oak casks

MODERNITY

- New Grove range = created in 2006
- Premium rums of international standards
- Masculine
- Impactful and sober packaging
- Short range



NEW GROVE RUM

ANAIK II
GRYC



Mauritius, Charm and wellness in the heart of the Indian ocean.

Mauritius is part of the Mascarene island group and is located in the south-western Indian Ocean, some 855 km East of Madagascar and 1800 km East of the African continent.

Capital: Port Louis. Superficy: 1865 m2 – 1,270,000 inhabitants.

Clear warm waters and white beaches make Mauritius the **tropical dream** come true. Mauritius marine life conceals an infinite sea treasure. Its crystal-clear lagoons and magnificent marine life.

There is so much to experience inside the island, in the midst of its lush vegetation. Being of **volcanic origin** (the island is formed around a central plateau, which is about 600 metres above sea level), Mauritius offers a haven of natural beauty. The vegetation is composed of 700 species of indigenous plants.

The cuisine originates from the 3 continents just as the origin of its inhabitants: Indian, Chinese, Creole and European at one table, all exquisitely mixed by local chefs.





Mauritius, the sugar island

In the middle of the **17th Century** the Germans first introduced **sugarcane** to the island. Due to the natural inherent climatic situation of the island, this crop quite naturally adapted itself. The extracted juice was mainly used to produce the alcoholic beverage called the « **arrack** ».

For reasons unknown, the Dutch decided to abandon the island in the early 18th Century. About 10 years later, it was occupied by the French, who named it Isle De France.

In the middle of the 18th Century, sugar started to be commercially produced.

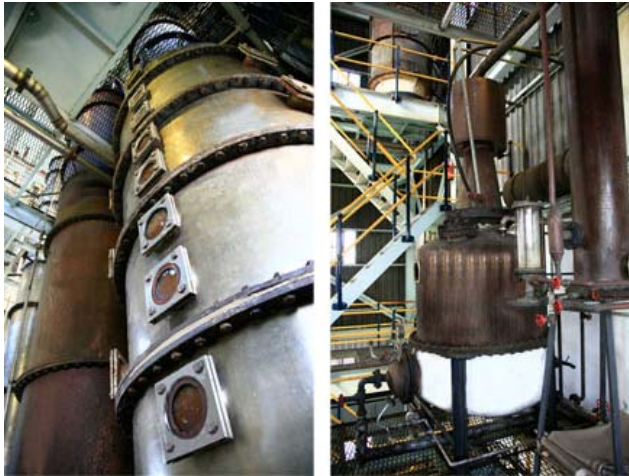
The development of the sugar industry is highly linked to that of the island. They share a history of over 260 years.

The sugar industry brought made Mauritius, one of the most successful countries of Africa. Today, sugar cane is grown on about 90% of the cultivated land area and accounts for 25% of export earnings.

The New Grove rums are the quintessence of the next step of the evolution of the sugar industry in the island... an island who almost owes its existence to the sugarcane.



Grays distillery



Grays is a world-class wine and spirits company that employs 400 people. It was **founded in 1935** and has created a joint venture with group Quartier Français in 2006.

Grays is Mauritius' first producer, marketer and distributor of quality spirits and superior cane based products.

The company thoroughly involved at all levels that lead to the manufacture of quality cane liquor on the market. Through its group of companies, it is vertically integrated and it aims to ensure that all the different activities ranging from growing, milling, distillation, blending to bottling are carried under strict quality control.



Grays' strengths are local market leadership, high brand awareness levels, an extensive distribution network throughout the island, unparalleled local market knowledge and solid trade relationships.

Furthermore Grays exports its brands to regional countries, East Africa and Europe. Impressed with such assets, international trademarks have trusted Grays to represent them in Mauritius.





The range

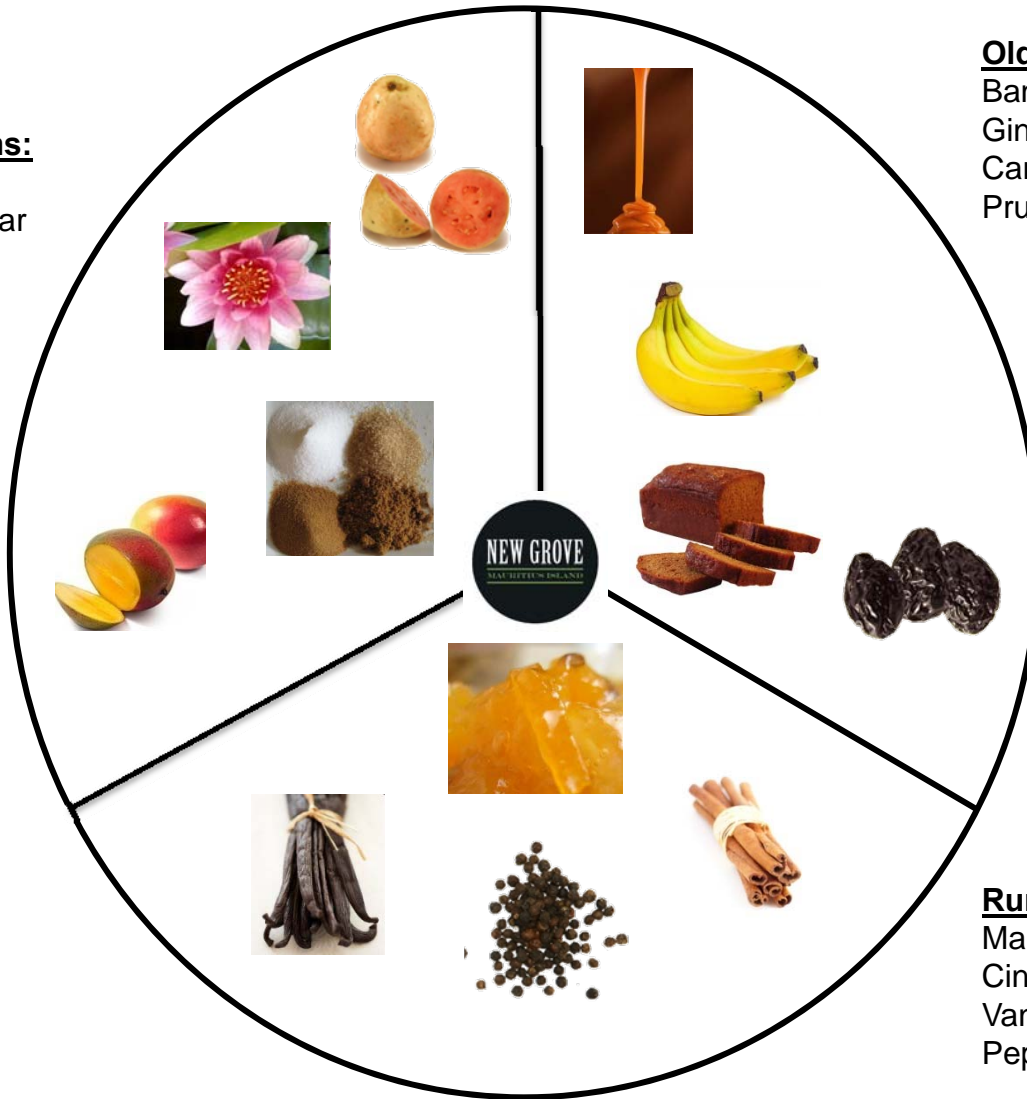


NEW GROVE AROMATIC CARTOGRAPHY



White rums:

Flowers
Brown sugar
Mango
Guava



Old Oak aged:

Banana
Gingerbread
Caramel
Prune



Rum old tradition:

Marmalade
Cinnamon
Vanilla
Pepper



New Grove rums = An explosion of exotic fruit aromas



Medals



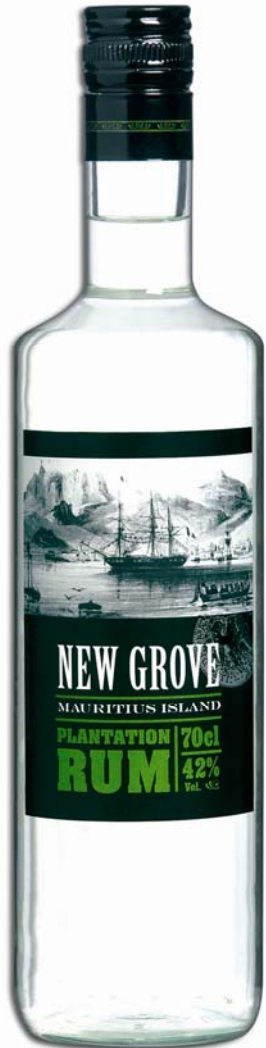
- 2007:**
- **Bronze Medal** for the White Rum Plantation *International Cane Spirit Festival - Florida, USA*
 - **Silver Medal** for the Oak Aged Rum *International Cane Spirit Festival - Florida, USA*
- 2008:**
- **Silver Medal** for the 3 y.o. Old Traditional Rum *International Cane Spirit Festival - Florida, USA*





White Traditional Rum

Professing subtle flavours of sugar cane and golden sugar, enhanced by fresh floral notes, this rum embodies the real “Traditional rum” of Mauritius. The taste is along the same lines : clear, crisp and naturally aromatic. A rum with character, faithful to its origin and bearing a rich historical background.



Traditional Rum

T.A.V. 42% vol.

Capacity 70cl

Colour: Colourless with a crystalline dress; rich rum.

Nose: Primary nose, dominated by sugar cane and warm sugar, the whole enhanced by elegant floral notes. The black pepper and pink bay bouquet appear after aeration.

Mouth: Smooth mouth-fill with a balanced structure. Primary flavours of sugar cane and of freshly produced sugar are prolonged on spicy notes followed by nutmeg and black pepper.

Final: Long and smooth, well integrated alcohol with a touch of sweetness. An expression of a traditional rum, with a clear and fine organoleptic profile.



Oak aged traditional Rum

Our New Grove Oak Aged rum results from the very careful blend of several old rums kept for many years in our cellar. There, our Cellar Master perpetuates an old family tradition to allow you to discover our palette of rums, whose oldest is aged 15.



Traditional Rum

T.A.V. 40% vol.

Capacity 70cl

Blend of rums between 1 and 15 y.o. (average age: 6 y.o.)

Colour: Golden colour with coppery reflects.

Nose: The first nose is dominated by jammy fruit, Virginian tobacco and gingerbread.

Palate: The palate is tonic and aromatic melting dry fruit and spices of cinnamon and curry.

Final: Rich, elegant and full-bodied, New Grove is an absolute pleasure for rum amateurs and/or neophytes.



Old traditional Rum

« Old Tradition 3 y.o. »

Traditional Rum

T.A.V. 40% vol.

Capacity 70cl

Blend of rums of 3 y.o. minimum



Colour: Golden colour with coppery reflects.

Nose: The first nose is dominated by jammy fruit (cooked apple and marmalade).

Palate: The palate is very aromatic melting vanilla and wooden notes with slight hints of pepper.

Final: Long-lasting, full-bodied and powerful. A rich rum to drink as a digestive.



Old traditional Rum

« Old Tradition 5 y.o. »

Exhibiting remarkable finesse and aromatic complexity, New Grove Old Tradition can be savored as a sipping rum with your favorite mixer or as a topper to exotic rum drinks. Through its own unique character and suave taste, it invites favorable comparison to the world's finest spirits.

Traditional Rum

T.A.V. 40% vol.

Capacity 70cl

Blend of rums of 5 y.o. minimum



Colour: Golden colour with coppery reflects.

Nose : The first nose is dominated by jammy fruit (cooked apple and marmalade).

Palate : The palate is very aromatic melting vanilla and wooden notes with slight hints of pepper.

Final: This full-bodied 5 years old rum truly epitomizes the spirit of the Indian Ocean Island of Mauritius and its people – authentic, warm and welcoming.