



CUBA'S FIRST AND ONLY SPICED SETS THE TREND BLACK TEARS, CUBA'S UNIQUE DRY SPICED, JOINS MAJOR GLOBAL PLAYERS ON DRINKS INTERNATIONAL'S 2021 TRENDING RUMS LIST

The Drinks International Annual Brands Report is one of the most eagerly awaited publications in the global drinks calendar, based on a survey of 100 of the world's best bars by one of the world's most regarded industry titles. And one new entry on its trending rums list stands out: Black Tears, Cuba's first and only spiced. With a unique dry flavour profile and notes of coffee, cacao and Cuba's signature aji dulce pepper, it is the only spiced product on the list.

Launched in 2019 and maintaining impressive growth despite the pandemic, Black Tears is already available in 30 countries, with more markets set to come on board in the first quarter of 2021. Crafted with Cuban rum in the island's typical light, dry style, Black Tears was the first product from indie Cuban rum specialists The Island Rum Company, and takes its name from the island's iconic Lagrimas Negras (Black Tears) song, an island favourite since 1929.

Drinks International's trending list, the magazine explains, reflects "the brands customers are increasingly asking for, perhaps because of word of mouth or even on bartenders' recommendations" in the world's most influential bars. Brands that figure highly in the trending list often move onto the bestselling list in subsequent years as excitement and curiosity build, based on a drink's popularity among the world's top bars and bartenders.

With just 9 grams of sugar per litre, while most spiced rums contain between 40 and 80 grams, Black Tears has created its very own niche within the rum category: dry spiced. Says Adèle Robberstad, CEO of The Island Rum Company, "Black Tears' Cuban heritage, Cuban production, and uniquely Cuban flavour profile lie at the heart of our success. I'm hugely proud not only of our team but of the global bartending influencers who have recommended us for this list."

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TOP TRENDING BRANDS

- 1 PLANTATION
- 2 BACARDI
- 3 DIPLOMATICO
- 4 APPLETON ESTATE
- 5 CLAIRIN
- 6 RON ZACAPA
- 7 BLACK TEARS
- 8 HAVANA CLUB
- 9 MATUSALEM
- 10 EL DORADO

