



VIZCAYA WINE IMPORTS

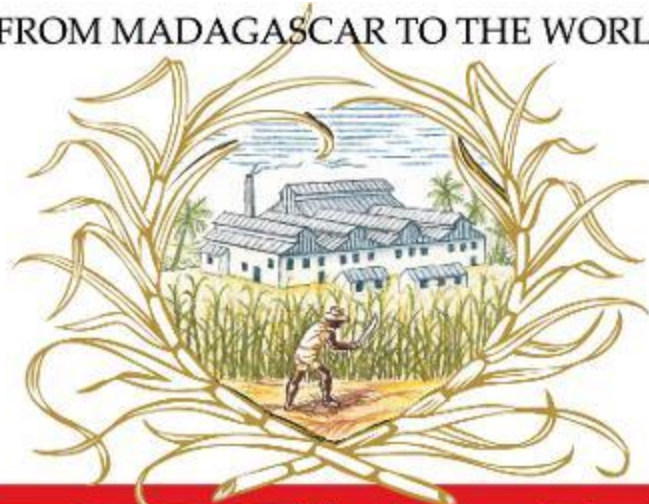
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FROM MADAGASCAR TO THE WORLD



DZAMA



RHUM DZAMA

THE DZAMA RHUM STORY

DZAMA (PRONOUNCED “ZAMA”) RHUM WAS STARTED IN 1980 BY MR. LUCIEN FOHINE, HALF-CHINESE - HALF MALAGASY) AND HIS MALAGASY WIFE, ON THE ISLAND OF NOSY BE OFF THE NORTHERN SHORE OF MADAGASCAR. THEY HAD BUILT A SCOTCH WHISKEY BOTTLING BUSINESS, AND DECIDED THAT THE RESULTING EMPTY BARRELS WOULD BE PERFECT FOR THE AGEING OF RUM.

PRODUCTION WAS TRANSFERRED TO ANTANANARIVO (THE CAPITAL) WHEN THE SUCCESS OF THE RUMS AND THE COST OF TRANSPORTATION MADE IT IMPERATIVE BY 1984.

THE COMPANY STARTED OUT WITH TWO STATION WAGONS AND TWO LIGHT TRUCKS, NOW HAVE 60 VEHICLES THAT COVER THE WHOLE ISLAND OF MADAGASCAR. DZAMA DOMINATES 60% OF THE SPIRITS MARKET ON THE ISLAND. THE POPULATION IS 20 MILLION.

RHUM DZAVIA

DISTINCTIVE CHARACTERISTICS

- LUCIEN FOHINE, THE FOUNDER, DISCOVERED THAT RUMS MADE ON NOSY BE ISLAND (OFF THE NORTHWEST COAST OF MADAGASCAR) HAVE PARTICULARLY DISTINCTIVE AROMAS AND FLAVORS THAT SHOW THEMSELVES CONSISTENTLY.
- THE ROOTS OF THE YLANG-YLANG VINE AND OTHER AROMATIC PLANTS SUCH AS VANILLA, CLOVE, CITRUS, PEPPER, AND OTHERS ENTANGLE WITH THOSE OF THE SUGAR CANE.
- GROUND WATER WILL ALSO TRANSPORT THE ESSENTIAL OILS OF THESE PLANTS TO THE CANE FIELDS.
- THIS SUPER-SIZED REED BEING IN EFFECT A LONG COLUMN OF WATER SUCKED OUT OF THE GROUND, CONTAINS THE OILS EMANATING FROM THE SURROUNDING AROMATIC PLANTS.
- MOLASSES MADE FROM THESE WILL IMPART THOSE FLAVOR CHARACTERISTICS TO THE RESULTING RUM THAT IS DISTILLED FROM IT.
- THE VOLCANIC SOIL OF NOSY BE CONTRIBUTES ESSENTIAL MINERAL ELEMENTS THAT, COMBINED WITH THE ABOVE OTHER TERROIR INFLUENCES, MAKE THE RUMS OF THE ISLAND VERY DIFFICULT, IF NOT IMPOSSIBLE TO DUPLICATE ELSEWHERE.

RHUM DZAIYA

PRODUCTION NOTES

BARRELS -- THE BARRELS COME FROM THE CHIVAS BROTHERS DISTILLERY. THEY MAY BE OAK OF SPANISH OR AMERICAN ORIGIN, AND FRENCH LIMOUSIN OAK IS USED FOR SOME OF THEIR AGED RUMS, THE MULTIPLICITY OF BARREL ORIGINS ADDS COMPLEXITY TO THE RESULTING RUMS.

BARREL WASHING -- IN THE CASE OF THE WHITE RUMS, USE OF WATER LADEN WITH CITRUS FRUITS NEUTRALIZES THE STRONGER FLAVORS OF THE WHISKEY THAT HAS BEEN EMPTIED OUT TO MAKE ROOM FOR THE RUM. THIS IMPARTS SUBSEQUENT CITRUS AROMAS AND ACIDITY TO THE WHITES.

DISTILLATION -- COLUMN STILL.

ADDITIVES -- NO ARTIFICIAL INGREDIENTS AT ALL.

BOTTLING LINES -- THREE; PRESTIGE AND NOSY BE ARE BOTTLED SEPARATELY FROM THE CLASSIC.

WATER FILTRATION - -- FIVE TIMES - SAND FILTER TO REMOVE IMPURITIES, SOLIDS; CARBON TO REMOVE ODORS; CATHANION TO REMOVE CHEMICALS; CARTOUCHE TO REMOVE MINERALS; ULTRAVIOLET TO KILL GERMS.

QUALITY CONTROL -- METICULOUS. MASKS WORN BY EVERYONE WHO ENTERS THE BOTTLING PLANT. WALLS PAINTED TWICE A YEAR TO AVOID ACCUMULATION OF MOLD, MILDEW. HAND INSPECTION.

RHUM DZAMA



CLASSIC CUVÉE NOIRE AND CUVÉE BLANCHE -80 PROOF. NO BARREL AGEING FOR CUVÉE BLANCHE. 1 YEAR IN BARREL FOR THE CUVÉE NOIRE. NATURAL CARAMEL USED FOR THE AMBER. THESE TWO PRODUCTS SHOW SURPRISING SOFTNESS AND COMPLEXITY.



CUVÉE BLANCHE PRESTIGE -80 PROOF. 6 MONTHS IN BARREL. DEFINITE NOTES OF CITRUS AND VANILLA. CHARACTERISTIC SMOOTHNESS OF DZAMA EVEN MORE NOTICEABLE. NOTES OF NUTMEG, ROSE PETALS, PEONY, SWEET SILKY FINISH. BRONZE MEDAL-RUM RENAISSANCE MIAMI 2011.



CUVÉE NOIRE PRESTIGE - 80 PROOF. 3 YEARS BARREL AGEING. NOTES OF VANILLA, CARDAMOM, GINGER, ORANGE, COFFEE LIQUEUR, HINT OF BANANA. BRONZE MEDAL IWSC – LONDON 2011, GOLD - RUM RENAISSANCE MIAMI 2011, SILVER MEDAL- RUM MASTERS, LONDON 2012, SILVER MEDAL-WSWA LAS VEGAS 2012, SILVER MEDAL-RUM RENAISSANCE MIAMI 2012.

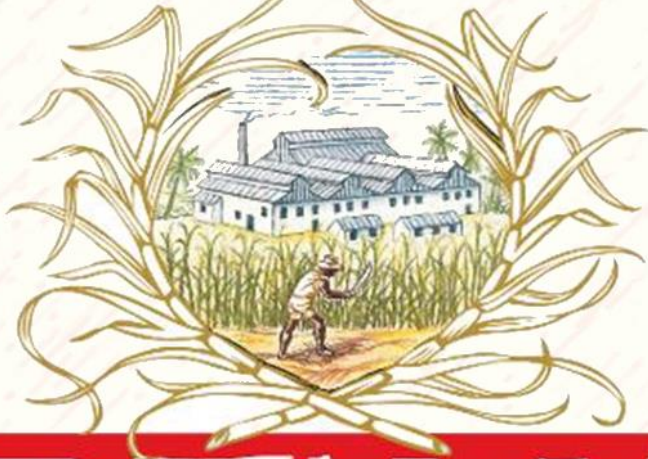


NOSY-BE WHITE – 84 PROOF. 4 MONTHS IN BARREL. VANILLA, CITRUS, LINGERING FINISH. SILVER MEDAL -RUM RENAISSANCE MIAMI 2011, GOLD MEDAL WSWA LAS VEGAS 2012, BRONZE MEDAL- MIAMI RENAISSANCE 2012.



NOSY-BE AMBRE -104 PROOF. 4 YEARS BARREL AGEING. NOTES OF VANILLA, TOFFEE, CLOVES, SWEETNESS, LONG FINISH. GOLD MEDAL BEST-IN-CLASS MEDAL RUM FESTIVAL, MIAMI 2011. GOLD MEDAL RUM MASTERS, LONDON 2012. SILVER MEDAL WSWA LAS VEGAS 2012

FROM MADAGASCAR TO THE WORLD



DZAMA

OVER 25 MEDAL AWARDS
ACHIEVED IN THE MOST
PRESTIGIOUS INTERNATIONAL
COMPETITIONS



ALCOHOL BY VOLUME: 40%

AGEING: 1 YEAR

COUNTRY OF ORIGIN: MADAGASCAR

TASTING NOTES: IN THE NOSE, A POWERFUL SOFT WOODY TASTE WITH NOTES OF VANILLA. ON THE PALATE, LONG IN THE MOUTH.

CLASSIC CUVÉE NOIRE



ALCOHOL BY VOLUME: 40%

AGEING: 6 MONTHS

COUNTRY OF ORIGIN: MADAGASCAR

TASTING NOTES: IN THE NOSE, THE AROMAS OF CITRUS FRUITS, ESPECIALLY LIME FIRST, THEN NUTMEG, VANILLA, PETALS OF ROSE, PEONY, AND FINISHES WITH THE SWEETNESS OF A DRAGÉE. A ROUND AND SWEET MOUTH, WHERE WE FIND THE SAME AROMAS WITH LESSENERED FLAVORS.

CUVÉE BLANCHE PRESTIGE



Sept 24, 2012



ALCOHOL BY VOLUME: 40%

AGEING: 3 YEARS

COUNTRY OF ORIGIN: MADAGASCAR

TASTING NOTES: IN THE NOSE, A BIG

SWEETNESS, WITH CRYSTALLIZED ORANGE, STEM GINGER, SEED OF CARDAMOM. IN THE MOUTH, SUCCESSIVE AROMAS OF COFFEE LIQUEUR, CRYSTALLIZED ORANGE, VANILLA, THE FRESHNESS OF CITRUS FRUITS, AND A POINT OF BANANA. A REAL FEELING OF SWEETNESS.

CUVÉE NOIRE PRESTIGE



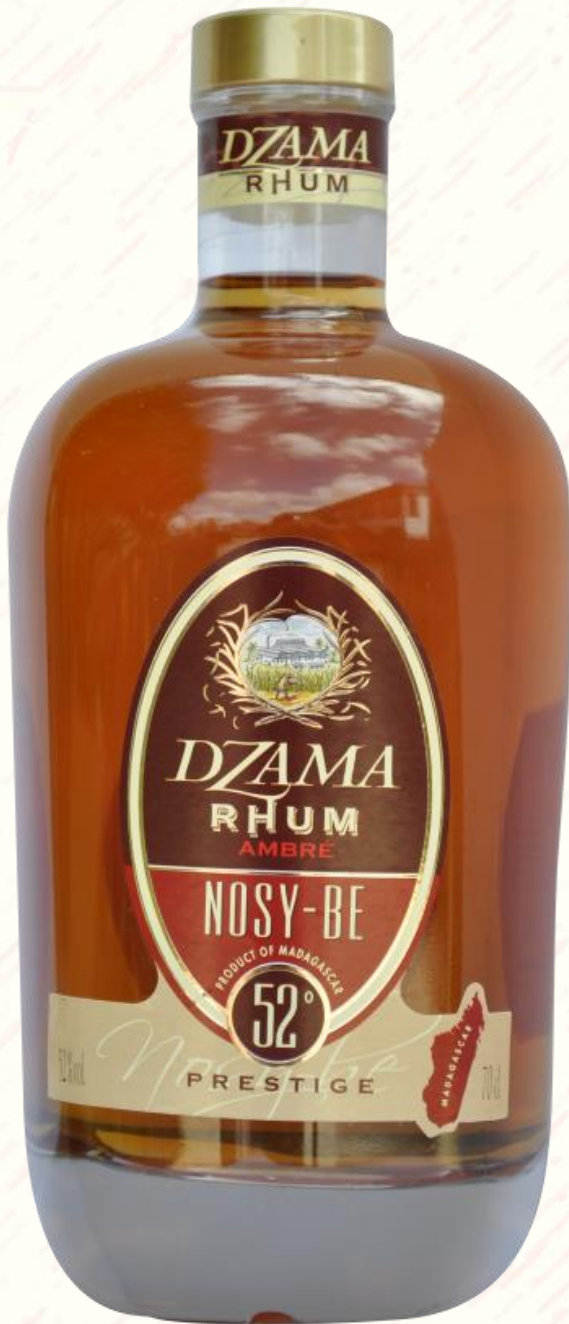
ALCOHOL BY VOLUME: 42%

AGEING: 4 MONTHS

COUNTRY OF ORIGIN: MADAGASCAR

TASTING NOTES: IN THENOSE, VANILLA, VANILLA, AND STILL VANILLA. A SPICED MOUTH WITH SOME FAT, THE ALCOHOL BEING FIRST PRESENT. IT IS A VERY BEAUTIFUL BASE FOR COCKTAILS.

BLANC DE NOSY-BE PRESTIGE



Sept 24, 2012



ALCOHOL BY VOLUME: 52%

AGEING: 4 YEARS

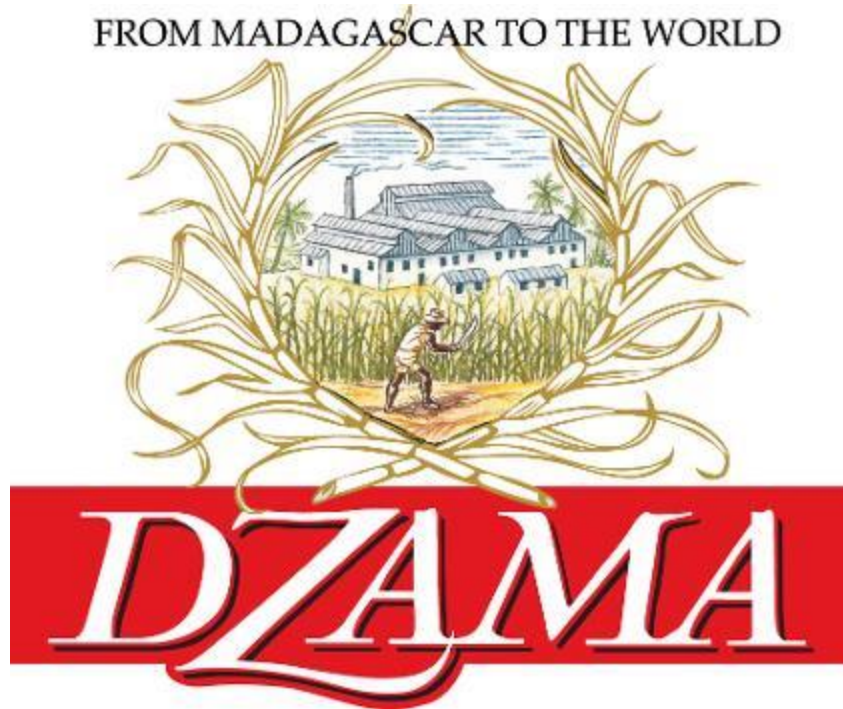
COUNTRY OF ORIGIN: MADAGASCAR

TASTING NOTES: IN THE FIRST NOSE, THE ALCOHOL COMES FIRST, THEN COMPENSATED BY THE VANILLA AND THE SPICES. IN FIRST MOUTH, THE ALCOHOL

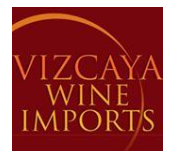
SLIGHTLY DOMINATES THE VANILLA, TOFFEE, AND THE SOFT SPICES. THE SWEETNESS RETURNS IN THE SECOND MOUTH. A VERY "TROPICAL" RUM

AMBRÉ DE NOSY-BE PRESTIGE

FROM MADAGASCAR TO THE WORLD



MEDIA / PRESS





RHUM DZAMA

DAVE RUSSELL
RUMGALLERY.COM

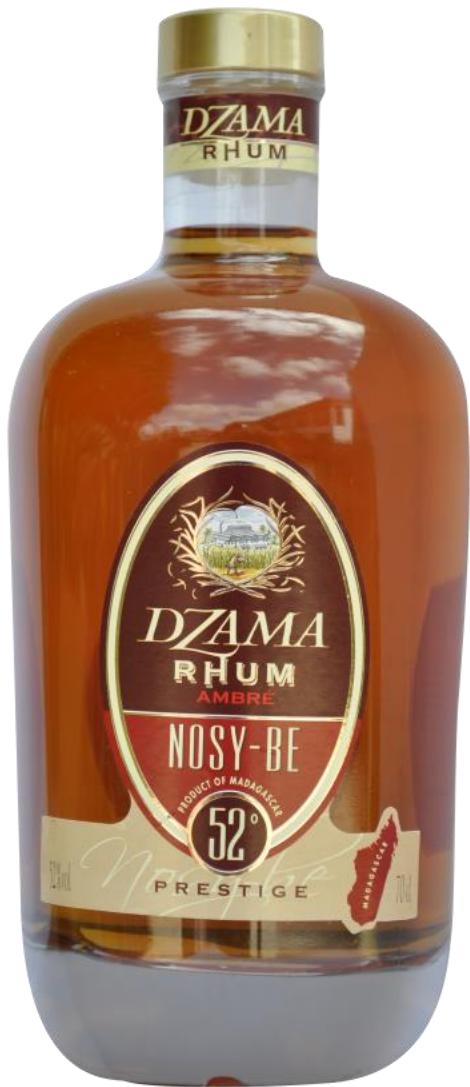
REVIEWED:
“RUM GALLERY” – SEPT. 2012

VERY SMOOTH. CUVÉE NOIRE PRESTIGE IS CERTAINLY ATTRACTIVE. IT SHOWS A BRIGHT, COPPER-BROWN COLOR, WITH MULTIPLE QUICK SHORT LIVED LEGS, THE KIND OF DRIPPING APPENDAGES YOU’D EXPECT FORM A RUM AGED THREE YEARS IN OAK. THE RUM COULD EASILY PASS FOR AN EXCELLENT FLAVORED/SPICED RUM, AS THE VANILLA IS MORE FORWARD THAN MANY ENHANCED RUMS. YOU MIGHT WANT TO USE YOUR FAVORITE TASTING GLASS FOR THIS RUM. THE MORE SUBDUED AROMAS ARE LARGELY MASKED BY A WONDERFUL MADAGASCAR VANILLA, WHICH MAKES THE OTHERS DIFFICULT TO DISCERN. WITH SOME EFFORT AND PATIENCE, YOU’LL ULTIMATELY DETECT LESSER SCENTS OF CARAMEL, TOFFEE, COCONUT, THE SLIGHTEST TINGES OF CARDAMOM, ORANGE CITRUS,

BANANA, GINGER, AND FINALLY SOME MILD ALCOHOL. A CREAMY BODY DELIVERS THE PRIMARY FLAVOR OF VANILLA, WITH MILD COCONUT MILK, A BIT OF OAK AND CITRUS ZEST IN KEEPING WITH THE AROMAS. IN THE END, THE SWEET VANILLA FLAVOR INFLUENCES THE ENTIRE TASTING THOUGH TO THE FINISH.

I’M OF TWO MINDS ABOUT DZAMA’S CUVÉE NOIRE PRESTIGE. WHILE THE DISTILLER INTENDED IT AS A MILDLY AGED, PREMIUM RUM, YET IT HAS ALL THE AROMAS AND FLAVORS TO COMPETE WITH AND WIN AGAINST MOST FLAVORED/SPICED RUMS. IN THE AGED RUM CONTEXT, CUVÉE NOIRE PRESTIGE OFFERS SUPPLE VANILLA FLAVOR, IS INCREDIBLY EASY TO DRINK NEAT, AND VERY SATISFYING. AS A SPICED RUM, IT’S EVEN BETTER.





RHUM DZAMA

WAYNE CURTIS

**AUTHOR – *AND A BOTTLE OF RUM: A HISTORY
OF THE NEW WORLD IN 10 COCKTAILS***

**REVIEWED:
“SLOW COCKTAILS” – APRIL 2012**

A number of rum imports from non-traditional locales have tried to make it into the North American market, but most fail to gain any traction. A lot of these are built around big marketing ideas, the idea being to get cool hunters to try the latest novelty. (I'm thinking of Starr African Rum in the red bottles.) The product seems to be an afterthought.

Not so with Dzama Rum from Madagascar (home to five rum distilleries), which will be rolling into limited U.S. markets next month.

When I first sipped I expected the worse, but was more than pleasantly surprised. It was a rich, complicated rum that, to my mind at least, managed to capture some sort of exotic terroir. Dzama makes a vanilla rum (with a whole bean encased in the bottle, seen at left) plus two unflavored rums. The Cuvee Noire (90 proof) was smooth and tasted of honey and vanilla (the man in the booth claimed it had no additives, although I'm skeptical). But the real winner for me was the 104 proof rum, with a spicy taste up front and lively, sweet finish. It somehow seemed to capture then attenuate into the distance the essence of rum. The retail price of the overproof is expected to be about \$50.



UNCOMMON CARIBBEAN

STEVE BENNETT

UNCOMMONCARIBBEAN.COM

**REVIEWED:
“UNCOMMON CARIBBEAN” – APRIL 2012**

TRUE TO OUR UNCOMMONNESS, WE SPEND MOST OF OUR TIME AT RUM FESTIVALS SEEKING OUT THE MOST EXOTIC BEAUTIES... AND NO, I'M NOT REFERRING TO THE SEXY SERVING MODELS. (AT LEAST NOT THIS TIME.) INSTEAD, I'M TALKING ABOUT THE MOST ALLURING AND UNKNOWN BLENDS ON THE PLANET. RUMS, RONS AND RHUMS THAT MOST HAVE NEVER HEARD OF, FEW CAN EVEN PRONOUNCE, AND FEWER STILL HAVE EVER TASTED. IN THE COURSE OF THIS SEARCH, I'M ALWAYS SURPRISED AT JUST HOW MANY OF THESE FANTASTIC RUMS ACTUALLY EMANATE FROM OUTSIDE THE WEST INDIES. INDEED, THE QUINTESSENTIAL CARIBBEAN SPIRIT IS BEING PRODUCED IN NEW AND EXCITING WAYS ALL OVER THE WORLD. CASE IN POINT: RHUM DZAMA.

DZAMA IS A PRODUCT OF MADAGASCAR, THE LARGE (226,597 SQUARE MILES) AFRICAN ISLAND NATION SITTING SOUTH OF THE SEYCHELLES IN THE INDIAN OCEAN. MORE SPECIFICALLY, DZAMA COMES FROM THE SMALL (120 SQUARE MILES) ISLAND OF NOSY BE, LOCATED OFF MADAGASCAR'S NORTHWEST COAST. TRANSLATED FROM THE MALAGASY LANGUAGE, NOSY BE ACTUALLY MEANS "BIG ISLAND" AS IT IS THE LARGEST OF MADAGASCAR'S SATELLITE ISLANDS.

SINCE 1981, THIS LITTLE ISLAND WITH THE BIG ISLAND NAME HAS PRODUCED A COLLECTION OF RUMS THAT ARE SUPER-SIZED ON EXOTIC FLAVORS, THANKS TO THE UNIQUE PROPERTIES OF THE SOIL UPON WHICH ITS CANE IS GROWN. NEAR THE FIELDS WHERE DZAMA SUGARCANE GROWS, FRAGRANT YLANG-YLANG VINES, PRIZED FOR THEIR USE IN DEVELOPING PERFUMES AND AROMATHERAPY OILS, GROW ALONGSIDE CLOVES, PEPPERS, VANILLA AND OTHER SPICES. OVER TIME, THE ESSENTIAL OILS FROM THESE EXOTIC PLANTS WORK THEIR WAY INTO THE SOIL, EVENTUALLY GETTING INTO THE WATER TABLE AND SUBSOIL OF THE CANE FIELDS. AS A RESULT, ELEMENTS OF THESE EXOTIC OILS ARE TRANSFERRED DIRECTLY INTO ALL DZAMA RHUMS, CREATING UNIQUELY ENTICING FLAVORS.

DZAMA MAKES ONE-, THREE-, SIX, AND 10-YEAR-OLD RHUMS WITH VANILLA PODS INCLUDED IN THE BOTTLES TO KICK-UP THE EXOTIC FLAVOR A FEW EXTRA NOTCHES. NOT ONLY DO YOU SMELL AND TASTE IT IMMEDIATELY, BUT THE VANILLA ALSO ADDS VARIED DEPTH TO YOUR DZAMA THE LONGER IT STAYS ON YOUR SHELF. OR, AS THE COMPANY'S EXPORT MANAGER, DOMINIQUE DE VERNEJOU, TOLD ME "YOU DRINK IT NOW, IT WON'T BE THE SAME SEVERAL MONTHS FROM NOW."

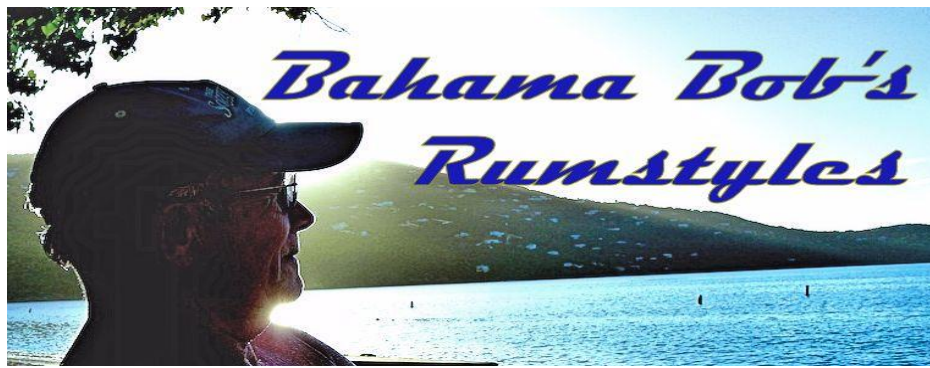
DOMINIQUE FURTHER EXPLAINED THAT AS THE BOTTLE EMPTIES OVER TIME, AIR OXIDIZES THE VANILLA POD ADDING NEW FLAVORS TO THE REMAINING RHUM. IT IS THIS FLAVOR EVOLUTION THAT EXCITES ME ABOUT THIS SPECIAL RHUM. I MEAN, EVERY TIME YOU POUR A NEW GLASS MUST BE LIKE OPENING A WHOLE NEW BOTTLE WITH EVER-MORE-INTERESTING FLAVORS!

THE ONLY DOWNSIDE, THOUGH, IS THAT THESE VANILLA-POD DZAMAS AREN'T YET AVAILABLE HERE IN THE U.S. THE BRAND'S WONDERFUL NOSY BE AND CUVÉE BLENDS CAN BE FOUND IN NEW YORK AND NEW JERSEY, THOUGH, WITH THEIR VANILLA-POD BROTHERS SET TO HIT AMERICAN SHORES IN THE COMING MONTHS.

LET'S HOPE SO, AS THIS IS ONE EXOTIC BEAUTY I'D LIKE TO SPEND SOME QUALITY TIME GETTING TO KNOW A LOT BETTER OUTSIDE THE RUM FESTIVAL CIRCUIT...

SANTÉ!





“BAHAMA” BOB LEONARD
RUM BAR – KEY WEST

REVIEWED:
“BAHAMA BOB’S RUMSTYLES” – APRIL 2012

DZAMA OR "ZAMA" AS IT IS ACTUALLY PRONOUNCED IS BEING OFFERED FOR THE FIRST TIME IN THE UNITED STATES WITHIN THE NEXT MONTH OR SO. THIS AWARD WINNING LINE OF RUMS IS MADE IN MADAGASCAR, AND IS VERY UNIQUE IN ITS FLAVOR AND AROMA. THEY ARE INTRODUCING A FULL LINE OF RUMS INCLUDING A VANILLA FLAVORED RUM THAT ACTUALLY HAS A VANILLA BEAN IN THE BOTTLE. THIS IS A WELCOME ADDITION TO THE INTERNATIONAL FLAVOR OF RUM THESE DAYS.



Booze Hound

Miami Rum Renaissance Festival: Ten New Rums You Haven't Tried Yet

By Laine Doss Mon., Apr. 23 2012 at 1:36 PM

Categories: [Booze Hound](#), [GASTRONOMIC GATHERINGS](#)

DZAMA RUM

‘DEEP IN THE JUNGLES OF MADAGASCAR, THE SUGAR CANE GROWS SO CLOSE TO VANILLA TREES, THE CANE TAKES ON ITS DISTINCT, RICH FLAVOR. THE RESULTING RUM HAS INTENSE VANILLA NOTES.’





THE UK RUMFEST 2011: FUTURE PROOF: NEW RUMS FOR THE UK MARKET

*RUM & REVIEWS MAGAZINE TAKES A LOOK AT NEW
AND UPCOMING RUMS FOR THE UK MARKET GOING
INTO 2012*

DZAMA MADAGASCAN RHUMS

THIS, FOR ME WAS THE BEST STALL OF THE BUNCH. DZAMA IS A VERY, VERY INTERESTING DISTILLER AND ALREADY HAS A PRETTY COMPREHENSIVE PORTFOLIO OF BRANDS INCLUDING READY-TO-DRINKS AND FLAVORED LIQUEURS, POPULAR IN THEIR NATIVE MADAGASCAR.

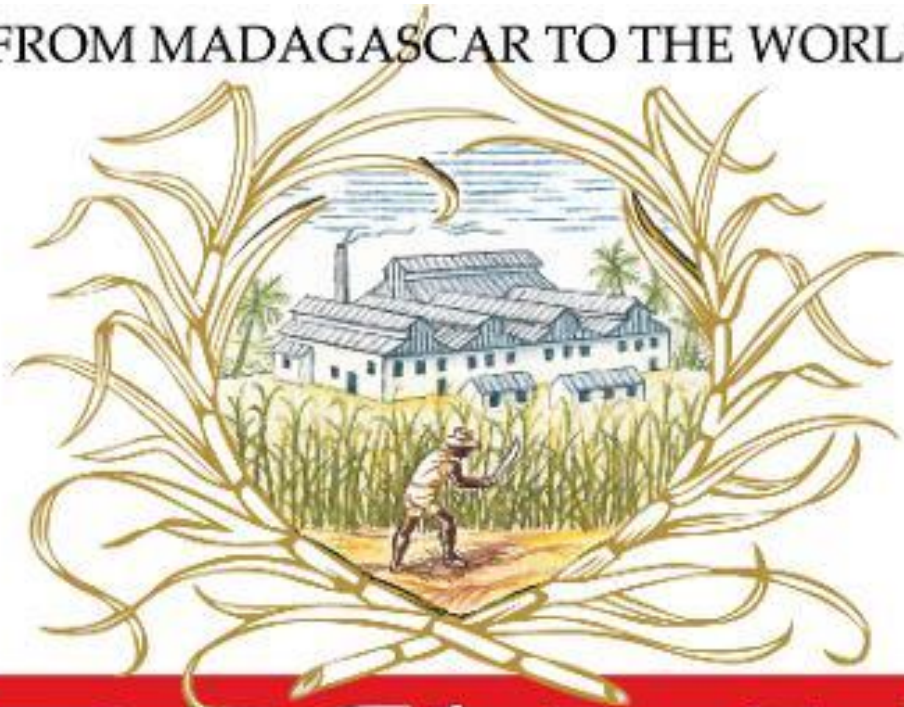


I TRIED FOUR OF THEIR RUM TYPES. FIRST I WAS HANDED A SAMPLE OF THEIR WHITE RUM. THE AROMA HAD A FRAGRANT SWEET, MARZIPAN EDGE BUT THE BEST PART OF THIS RUM IS IN THE TASTE. I ACTUALLY VOTED FOR THIS AS MY RUM OF THE FESTIVAL BECAUSE IT

WAS AWESOME. TRULY BRILLIANT WHITE RUM, DZAMA PUTS MANY LARGER WELL-KNOWN BRANDS TO SHAME. IT WAS SO DRINKABLE; SO SMOOTH, SWEET BUT FRESH AND CITRUSY TOO. SUCH A SURPRISE FOR THE USUALLY UNINSPIRING NATURE OF SO MANY WHITE RUM BRANDS ON THE MARKET. I WAS INSTANTLY SOLD.

OTHER TYPES I TRIED WERE THE SPICED – WHICH HAD NOTES OF CITRUS IN BOTH NOSE AND FLAVOR, MOST NOTABLE ORANGE. THE 10 YEAR AND THE 15 YEAR WERE BOTH FINE RUMS. AGED IN SCOTCH WHISKY CASKS, THEY COME WITH SPICY AND WOODY FLAVORS AND A FEELING OF SMOOTH ELEGANCE. I LIKE THIS BRAND. IT IS CLASSY AND NOT OVERPRICED WITH A GOOD RANGE OF RUMS, FROM AN UNUSUAL NATION OF PRODUCTION WHICH SHOULD CREATE INTEREST AS A RESULT. I HOPE IT GETS THE DISTRIBUTION IN THE UK I BELIEVE IT DESERVES.

FROM MADAGASCAR TO THE WORLD



DZAMA

**THANK YOU FOR YOUR
INTEREST IN DZAMA RHUM!**

