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INSTITUTO DO VINHO, DO BORDADO
E DO ARTESANATO DA MADEIRA, IP-RAM



Secretaria Regional
de Agricultura
e Desenvolvimento Rural



REGIÃO AUTÓNOMA
DA MADEIRA



PORTUGAL
2020



UNIÃO EUROPEIA
Fundo Europeu
de Desenvolvimento Regional

Cofinanciado por

ORIGINAL
RUM
DA
MADEIRA

English Edition



Madeira RUM

The "Rum da Madeira" is commonly known in the Autonomous Region of Madeira (ARM) as Aguardente de Cana (traditional term). This Rum with Protected Geographical Indication (PGI) and is produced in the ARM, is obtained exclusively by alcoholic fermentation and distillation of sugarcane juice, which has specific aromatic characteristics (has a content of volatile substances equal to or exceeding 225 gr/hl of 100% vol. alcohol) It is therefore classified as agricultural rum, presenting unique quality and characteristics as a result of traditional production processes and experience accumulated over generations.

A unique set of factors ranging from the geography, geology, climatic conditions of the region, the varieties of sugar cane used in the production of "Rum da Madeira", the method of production and ageing and the know-how accumulated over centuries originates a product that easily differs in sensorial terms.

There are 5 companies producing Madeira Rum. Currently only 4 of them are marketing it. In these pages you can get to know them and some of their products.

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Engenho Novo da Madeira, Lda.

Note from the Producer:

Engenho Novo da Madeira is a young company focused on the transformation of sugar cane into agricultural rum under the brand name William Hinton.

Founded in 2006 by one of the heirs of the Hinton family, owners of the largest sugarcane processing mill in Europe, at the time - the Fábrica do Torreão - he also inherited the centenary column from which it's still extracted the rum today. Under the leadership of this new generation of entrepreneurs, the historical legacy of the Hinton brand has been reborn and Madeira Rum is today its main bet. Based on a policy of valuing the product and its roots, the Rum William Hinton is today an unavoidable reference of Madeira Rum with products in more than twenty international markets.



William Hinton®
RUM

— ELEITO PRODUTO PORTUGUÊS DO ANO 2018 —

Prémio atribuído no Lisbon Bar Show

“ O Produto Português do Ano 2018 é... Rum William Hinton. ”

Experience, authenticity, innovation and transparency of communication are some of the values that govern the way of being of the William Hinton brand that in 2018 received the award of "Portuguese Product of the Year" at the most prestigious spirits fair in Portugal, the Lisbon Bar Show.

The great will to keep alive a secular tradition has been one of the great sources of inspiration of the brand that works daily to cement the place of Madeira Rum in the demanding international panorama of the RUM category.

Engenho Novo da Madeira, Lda
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Engenho Novo da Madeira, Lda.





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Rum William Hinton Single Cask - Madeira

Tasting Notes:

Visual aspect: Clear, golden almost dark amber, lively.

Aroma: A rum with a sophisticated perfume, very elegant. Sweet nose, with notes of dry grass, cane, liquorice, almond cake, tobacco leaf, toffee, coffee and a rather exotic soft wood. It is a very captivating aroma that makes us come back to the glass again and again.

Taste: On the palate it is round, well balanced, a real nectar.

As soon as the rum enters the mouth it's as if it started a symphony, wood, spices, peach jam, figs, tobacco, all in splendid harmony. A medium dry, smooth finish, with spices, liquorice and sweet grass.





Florentino Izildo Gouveia Ferreira "O Reizinho"

Note from the Producer:

Created in 1982 by the owner, Florentino Izildo Gouveia Ferreira, the "O Reizinho" mill started with the traditional practice of grinding and producing homemade brandy. Today, the company produces liqueurs, sugar cane rums and other spirits. Its rum "O Reizinho" has already won several national and international awards, including the gold medal at the World Rum Awards in London in 2019 and, already this year, two gold medals (natural rum) at the China Wine & Spirits Awards in Hong Kong. It is now marketed in Madeira, London and France.

Florentino Izildo de Gouveia Ferreira
"O Reizinho"

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Florentino Izildo Gouveia Ferreira “O Reizinho”







J. Faria & Filhos, Lda. Engenhos do Norte

Note from the Producer:

Founded in 1927, ENGENHOS DO NORTE, located in Porto da Cruz, is one of the oldest in Madeira and the only one in Europe that still uses steam as a driving force for the mills. It manufactures exclusively agricultural rum, which is marketed under different brands, of which BRANCA and 970 are the best known. Rum "970" appeared in 1970. To celebrate its 50th Anniversary, we recreated the bottle of that time. Engenhos do Norte is part of the J. Faria & Filhos, Lda. group, in Funchal, where all the logistics of bottling and selling rum is done.

J. Faria & Filhos, Lda. – Engenhos do Norte
Telef: +(351) 291 742 935
jfariafilhos@sapo.pt







970 Reserve 6 years old

Obtained exclusively by alcoholic fermentation and distillation of fresh sugar cane juice.

Aged in oak barrels for a minimum period of six years.

Tasting Notes:

Bright amber colour, fruit aromas of sultanas and tobacco box. Creamy taste with soft notes of brown sugar, caramel, spices and a light note of the barrel where it was aged.





Sociedade dos Engenhos da Calheta, Lda.

Note from the Producer:

The "Sociedade dos Engenhos da Calheta, Lda.", founded in 1952, is one of the oldest sugar cane mills in Madeira Island, producing honey and agricultural rum, whose exclusive aroma provides a unique flavour to the "Poncha da Madeira". Located in Calheta, its doors are open all year round, with century-old machinery and a museum nucleus that shows the various stages of the sugar cane working process. You can also enjoy the sugar cane rum aged in oak casks, namely the Bracaná 1986 and Calheta Rum 1999 selection, as well as taste cake and honey biscuits from its own production.

Sociedade de Engenhos da Calheta, Lda
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Sociedade dos Engenhos da Calheta, Lda.









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