

Starting in March 2013, US-based Rum Specialist will Offer Fair-Trade, White and Aged Organic Rums to its Exclusive Clientele

Texas-based Rum Runner Press, Inc. is satisfying the demand from health-conscious consumers, distributors and retailers by introducing a line of USDA-certified organic rums.

Round Rock, Texas ([PRWEB](#)) February 25, 2013 -- [Rum Runner Press, Inc.](#), has been named the exclusive USA agent for Fairly Traded Organics. Located in Paraguay, South America, Fairly Traded Organic's sugar mill has been producing organic certified raw cane sugar since 1994. The mill is the oldest continuously-operating organic sugar mill in the world and is also one of only three worldwide to produce Organic and Fair-Trade certified sugar.

All of the organic raw cane sugars, molasses, alcohols and rums are 100 percent GMO-free and are certified organic under the USDA National Organics Program (NOP), Japan Agriculture Standard (JAS), EU 2092/91, and Bio Suisse (Switzerland) standards.

“It is clear the beverage industry has been ready for a certified organic rum for quite some time,” says Luis Ayala, President of Rum Runner Press. “Undoubtedly there has been an emphasis on reduced calories and on reduced carbs, but the coffee industry has taught us that retailers and consumers are also interested in organic and fair trade practices. This is where we come in with these rums” he adds.

Initially, the fair-trade, organic rums will be available only in bulk; buyers can then bottle the rums “as-is” or flavor them with other ingredients to make spiced rums, or use them as the basis for RTDs, baked goods, sauces, etc.

During the past two decades, rum has been steadily stepping outside of the shadows cast by vodka and whiskey, deliberately inching its way towards a position of market dominance. Today, two of the four top selling distilled spirits brands in the USA are rums and, due to its momentum, this trend is likely to continue into the coming decades. In 2011, Americans consumed 225 million liters of rum, up from 153 million in 2001.

For almost two decades, Rum Runner Press has been one of the closest-guarded secrets in the rum industry. The company specializes in bulk rum brokerage, rum formulations, and turn-key private label solutions. Luis and Margaret Ayala are the specialists who Master Blenders from around the world turn to when they have questions or need assistance. The Ayalas are behind many successful private labels and the brain trust behind the establishment and optimization of many existing craft distilleries. Starting with only one type of rum, today the Ayalas have more than 50 different types and continue adding new types periodically.

“We derive a lot of enjoyment from fine tuning rum formulations to better reflect the changing palate of today’s consumers,” explains company Vice President Margaret Ayala. “Most of our clients initially feel that they cannot afford a consultant, but it is quickly evident to them that they really cannot afford not to have us on board,” adds Luis.

Additional Resources:

["Got Rum?" Magazine](#)

[Bulk Rum Website](#)

[The Rum University](#)



Contact Information

Margaret Ayala

Rum Runner Press, Inc.

<http://www.rumrunnerpress.com>

855 786-8477 702

Online Web 2.0 Version

You can read the online version of this press release [here](#).