



The Spirit of Georgia® Since 1999

PART 1
The Spirit Is Born



THE SPIRIT OF GEORGIA®

Richland is so much more than a brand...it is the name of the Estate where Richland Rum is produced, it is the name of the town in Georgia where Richland Rum is born, and it is the name of a people's history which has called this town home for many years.

The name also signifies the "rich lands" that grace the area in which Richland Estate is located. Having this rich soil provides the essential foundation for the Rum's base ingredient, Sugar Cane, to grow and flourish. The rich, loamy land is what gives Richland Rum its exquisite terroir. Richland, Georgia is the origin of the heart and soul of Richland Rum- The Spirit of Georgia®.





GOOD™
WOOD
awards
WINNER

Highland
RUM™

SINGLE ESTATE
OLD GEORGIA RUM

The Spirit of Georgia™
SINCE 1999

HANDCRAFTED FROM ESTATE SOURCED SUGAR CANE
COPPER POT DISTILLED IN SMALL BATCHES

SINGLE BARREL SELECT
VENNEBROCK ESTATE, RICHLAND, GEORGIA, USA

THE RICHLAND STANDARD

To achieve anything of lasting value, a commitment to quality must be held. The Richland Process is dedicated to a standard that disregards the ideas of efficiency, or quantity. Cutting corners is best suited for those who wish to hurry along...Richland Rum does not hurry. Richland Rum is given its required time to mature, and the length of time needed is up to the Rum. There is no formula or number system which could decide the fate of such a creative spirit.

By adhering to this standard which sacrifices nothing in favor of efficiency, Richland Rum is given a blank canvas on which the finest strokes of quality can be made. The final result: a masterpiece which must be experienced in order to grasp the full appreciation.



DEFINING SINGLE ESTATE

When you're the only one, you're truly authentic.

The term "Single Estate" carries with it a distinguishing trait of authenticity. In its purest sense, the term represents the mantra field to glass, in that every step of the Rum Making Process is conducted within the same estate- no outside products, pieces, or ingredients are used in order to yield Richland Rum. Richland Rum is the only Single Estate Rum Distillery in the United States...in this regard, Richland Rum is truly authentic.

By being present during all steps of the process, and most notably growing the Sugar Cane, Richland Rum can orchestrate the agricultural practices needed to harvest the Sugar Cane in order to develop potential flavors of the Rum, rather than cultivating for sugar alone. By growing cane for the sole purpose of making rum, the stage is set for the rest of the process to employ a dedication that can only occur because of the unity in efforts- a unity defined by Single Estate..



FARMING PRACTICES

Commitment to standards are not confined to the Rum Making Process. Out in the Sugar Cane fields, which stand strong atop the abundant soils found on the Richland Estate, a standard is employed which goes beyond what is required to satisfy the normal agricultural practices. Richland Rum chooses to practice ultra high sustainability methods in farming, not out of requirement, but out of desire.

Incorporating sustainable farming methods shows a vision for times that lay ahead, and is not seen with any kind of economic intent, but merely because it is the right thing to do. There is no cost saving attribute which comes with sustainable farming methods, only a recognition of the much larger issue which is that we all must practice a more efficient lifestyle as to not deplete the resources available to us.

By using natural water from the Georgia Aquifer, by using flames to burn out weeds rather than chemicals, by upholding good land stewardship techniques rarely found in the modern age, and by placing Richland Estate under a perpetual Conservation Easement, Richland Rum can hold the torch to carry farming methods into the future.



BORN OUT OF TRADITION

The Richland Origin

In Richland Rum, tradition has at once become a form of authenticity. Its essence comes from a pre-industrial age, when hands created the product itself, rather than hands which worked a machine in order to create. The Rum moves to its own rhythm, distinctly slower than the pace of much of the world today.

By staying true to itself, Richland Rum maintains a distinctive quality that soon becomes inherent in its character. The masterpiece which is to be enjoyed in the end owes its greatness to this committed effort towards staying true to traditional standards of rum making.



THE RICHLAND TERROIR

For many, "terroir" evokes visions of grape vines dotting gently sloping hills in the South of France...but dive into the essence of Richland Rum, and the word takes on new meaning. Terroir is more aptly recognized by the plants which thrive from it, in France that may mean viniferous grapes, but in Richland, GA the terroir cultivates a more historic plant life: Sugar Cane.

The Sugar Cane, which grows in the sandy soils of The Richland Estate, is fed by the sun-drenched skies and summer rains which combine to create the optimal growing environment. These combinations of nature's processes and attributes unite to form the character of Richland Terroir. The Richland Terroir is the stage on which the Richland Orchestra will compose it's masterpiece as time unfolds.



THE RICHLAND ETHOS

Authenticity

Manifestation: the Rum is pure, it is genuine, it has a soul, it has character...it is original and uncompromised.

Authenticity is achieved through an eye for detail, passion, sophistication, intellectual curiosity, honesty, and a refusal to compromise on quality.

The Creative Spirit

Richland Rum embraces the creative spirit found within all the great artists of varying fields. In this respect, Richland Rum holds an appreciation for creative freedoms and expressions found in other fields which parallel the artistry of Richland Rum.

Tradition

The Spirit of the past holds certain traits which should be embraced for all epochs to follow. Richland Rum holds true to a time when an appreciation for the work being done was self-evident; a time when knowledge of the mind was the fulcrum that drove progress rather than machinery.



PART 2

Creating A Masterpiece In Five Stages



RICH-ILAND

Single Estate.

Old Georgia

CHAPTER 1: SUGAR CANE

The beginning of Richland Rum comes with the first sprouts of Sugar Cane, which is grown on the Sugar Cane Plantation at The Richland Estate. Sugar cane is not unique to the area, but it was not until the entry of Richland Rum that it was brought out of its decades of economic slumber.

The Sugar Cane of Richland builds its roots on simplicity...the soil, the sun, the rain- natural processes which nurture the growth of the Cane and prepare it for the journey ahead. Like any artistic virtuoso, the Cane requires teaching in order to become masterful. These natural processes, which form the attributes of the Richland Terroir, provide the Cane with the required knowledge to eventually become the masterpiece that is Richland Rum.

Once the Sugar Cane has acquired its full education, it is prepared for pressing where it is turned into 100% Pure Sugar Cane Juice. This Sugar Cane Juice is the first note in a transcendent rum making performance that owes its origins to the greats of the past.







CHAPTER 2: SYRUP

The importance of an artist's instrument goes without saying. During the Richland Rum Process, one of the more important instruments is the Evaporator which is used to reduce the 100% Pure Sugar Cane Juice into unrefined Syrup the same way as cast iron syrup kettles did over a century ago.

The traditional standards of rum making required that the rum be made from pure syrup, and Richland Rum honors those standards by following this script, even in a modern age where efficiency rather than quality is the norm. Richland Rum sacrifices such measures of efficiency in order to remain sincere to the authenticity of traditional rum making standards.

Pure Cane Syrup provides an attribute of quality that is inherent in the entire Richland Rum Process. The Syrup is another representation of the effort taken to ensure that the final product will be up to the Richland Standard. As a bridge into the Fermentation Process, the Syrup plays a rhythmic tune, which can be used as a guide for the performance upcoming..







CHAPTER 3: FERMENTATION

With Fermentation, the pace quickens and the intricacies of the Process come to center stage, as the live organism of Yeast imparts its workings into the Syrup. Yeast constitutes the transition from Syrup into the early foundations of the Rum itself. Once the Yeast has played completed its solo, the Syrup Wine, which measures 13% ABV, will then be ready to take the lead into the next act of the performance.

Fermentation is a brief moment in the grand scope of the Process, but its role cannot be judged relative to time alone. The work done by the Yeast creates a sense of permanence that will be held by the Rum from here on out. Echoes of Fermentation will be heard perpetually, as remaining performers owe much of their successes to the brilliance of this very act. There is a feeling of interdependence throughout the Process, and this respect for each part is what allows the final product to exhibit such dynamic qualities and refined approach.







CHAPTER 4: DISTILLATION

Perhaps the most defining moment throughout the Richland Rum Process, is the brief period of Distillation. Much like its predecessor- Fermentation, Distillation cannot be judged for its worth on time alone. It requires careful attention and can be very selective in its continuance. The Richland Process requires that only the finest parts of the distilled spirits may be allowed into the Aging Process. Thus, the heads and tails are asked to step aside so that only the finest hearts may play the crescendo.

This separation is exemplified by the abilities shown up to this point. Many fine participants should be given credit for their efforts, but only the truly exquisite have a spot reserved in the finale. Thus, the finest of the Distillation put on their tuxedos and prepare for the Aging Process.







CHAPTER 5: BARREL AGING

The finale is long, yet maintains an active dialogue. Distillation formally introduced us to what we can now call Richland Rum. But our Rum is not finished...engaging in a partnership with Virgin Oak Barrels, the Rum will now begin a conversation which is defined by its give and take. This improvisation allows for the finest qualities of both the Rum and the Barrel to shine forth. Throughout the Process, the Rum has had many partners, but the Aging Process introduces a partner unlike any other. The Barrels become just as much of star as the Rum itself, yet there is no feud between the two. Thus, two equally talented artists share the spotlight in the finale.

The Barrels

Why is the Single Barrel distinction so important? Because Single Barrel is another fitting representation of what authenticity means during the Richland Process. Each Barrel, made from 100% Wisconsin White Oak, carries with them their own unique characteristics: as no two trees are the same, no two Barrels are the same.

This variety is why each Bottle of Richland Rum comes with a tag noting its origins- its Barrel number, its Bottle number, the year it was brought to life...its symphony. Distinction comes from varying improvisations during communication between the Rum and the Wood. The dialogue varies from Barrel to Barrel, each one introducing new notes into the performance that cannot be duplicated. The Virgin White Oak is itself a masterpiece, with so many flavor evoking qualities that are inherited by the Rum. Unique to the Standard of Richland Rum, the Barrel, not industry conventions, determines when the Rum is ready.



Aging

The Aging Process is a continual maturation. The Rum, which began as a willful apprentice, eager to learn the tools of the trade, is now itself becoming a maestro of the most grand distinction. All of the tedious and skillful notes played in the long life of the Rum are now beginning to find their place in what will be the final masterpiece.

But how long does a great orchestra stay together? Exit too soon and potential is lost, hang around too long and the aura fades. Finding the perfect balance of time spent is a significant decision in The Richland Process, and one that is made with just as much respect as any other. During the four years of interaction between the Rum and the Barrels, a conversation develops that is itself authentic. However, this conversation is eventually meant to be shared and as the Rum heads out to be bottled, those who will get to enjoy a glass of Richland Rum will find echoes of this conversation with every sip. The end of the Process is only a beginning as the Rum is now prepared and ready to be shared with all those who can appreciate the work put forth in creating this masterpiece.

In world of industrial efficiency, Richland Rum holds firm to roots born out of appreciation for the moment. Owing to these origins of a time when hands created rather than machines, Richland Rum evokes a transcendent feeling upon those who get to enjoy. The spirit of a bygone era is once again felt, and a sense of permanence is brought forth and held as long as one wishes it to remain.



PART 3

The End Is Only A Beginning



A woman with long dark hair, wearing a white long-sleeved shirt, is seated at a bar. She is holding a glass of rum and looking down at it with a slight smile. The background is dimly lit, showing a blurred figure of a man and warm ambient lighting from a lamp.

THE RICHLAND EXPERIENCE

A sip of Richland Rum is an experience in transcendence, where the fast pace of the world around can become distant and does not interject into the moment at hand. An appreciation for the moment heightens the senses with every sip of Richland Rum.

Richland Rum awakens a certain intellectual vigor within in those who get to enjoy...thoughts of modern age's fruitless stresses become replaced by the more endearing forms of thought which mark the value of each era's greatest contribution.



More Than A Solo Artist

The quality of Richland Rum does not limit it to the spotlight...like any great musician, when paired with a great backing band the talents of the main artist become amplified to create a sound which adds a different dynamic than when alone. Richland Rum savors the opportunity to be paired with other high quality ingredients in order to create a similar dynamic experience.



RICHLAND ROCKS!

Ingredients:

2oz Richland Rum

Ice made from purified water

Miniscule orange peel

Method:

In a Richland Rum glass, combine two cubes of ice, made from purified water, 2oz of Richland Single Estate Old Georgia Rum and a miniscule orange peel. Stir gently before serving.

About the cocktail:

"Richland Rocks!" is the signature rendition in the Richland Rum lineup as it accentuates the aromas and flavors of the Rum by adding only simple ingredients. The orange peel enlivens the aromas of the Rum while the ice cubes provide a clean backdrop for the flavors to come forth. Simple and vibrant, this cocktail can be enjoyed in any setting.



RI' PUNCH

Ingredients:

2oz Richland Rum

Ice made from purified water

0.5oz Richland Almost Rum Pure Cane Syrup

0.5oz Fresh grapefruit juice

Method:

In a Richland Rum glass, combine three cubes of ice, 2oz of Richland Single Estate Old Georgia Rum. Add 0.5oz of Richland Almost Rum Pure Cane Syrup, stir and add 0.5oz of fresh grapefruit juice.

About the cocktail:

"Ri Punch" provides a Richland twist on the traditional Caribbean favorite -" Ti' Punch -short for 'Petite Punch'- designed to accentuate the aromas of fresh cane." The Ri' Punch was crafted as a refreshing way to endure the Summer heat, but can be enjoyed just as well by an Autumn eve campfire. Again, simple ingredients allow for the qualities of Richland Rum to take center stage.



RICHLAND COFFEE

Ingredients:

1.5oz Richland Rum

4oz Coffee (dark roast)

0.5oz Richland Almost Rum Pure Cane Syrup

1.5oz Heavy whipping cream

Method:

In a Richland Coffee glass, combine 2oz of Richland Single Estate Old Georgia Rum and 4oz of dark roasted coffee. Add 0.5oz of Richland Almost Rum Pure Cane Syrup and stir. Add thin layer of heavy cream by gently pouring over stirring spoon.

About the cocktail:

A warming rendition of the Irish classic, "Richland Coffee" is a sleek cocktail which manages to re-energize the mind while also calming the soul. The inclusion of Richland Almost Rum Cane Syrup provides some extra flavor on the palate and pairs well with the coffee and does its part to accentuate the earthy flavors of the Rum.



SINGLE BARREL SELECT

The Richland Rum "Private Select Barrels" are as unique as the places they are found and the people who get to experience them. Private Select Barrels provide Richland Rum connoisseurs with the opportunity to personally select the batch that their palate favors the most. As each barrel is unique, displaying slight variations in flavor, aroma, and overall character, the bottles which are derived from them can proudly stand as a Rum which is truly authentic.

Those who wish to select their own Private Barrel will get to engage in a more dynamic experience with the Rum. They will be provided with a wealth of analysis explaining the characteristics of each barrel which they may choose from, and in doing so will be able to match their own artisanship with the creative spirit of Richland Rum.

Once the perfect Private Barrel is selected, the enjoyment of being able to provide others with a unique rum tasting experience will grow with each occasion. Obtaining a Richland Rum Private Selection Barrel awakens the same feeling as acquiring a great piece of art, or a classical instrument. The character of the Rum is only enlivened by such exclusivity and appreciation. A Rum made with attentive care deserves the appreciation of those who align themselves with the standard of distinction: The Richland Standard.



AWARDS AND ACCOLADES

No master composer embarks upon their musical journey with an intent to gain recognition and fame, they do it for the love and appreciation of the craft itself. Awards and accolades are the result of the Process, they come from the means rather than the end. With Richland Rum, the external recognitions symbolize the efforts put forth during every stage of the Process, not just the end result.

Further, the transcendent artist is the one who is able to reach a variety of people through their work, to make an impact in more than one type of person. Richland Rum has proven this ability to transcend genres by reaching an array of people who each appreciate the quality of the Rum in their own way. Everyone from professional connoisseurs, to farming experts, to the every day rum aficionado. This transcendence exceeds persons as well, as Richland Rum is appreciated at home in Richland, Georgia and extends well across International borders, from the Caribbean, to San Francisco, to Hong Kong.

By not settling for one specific award, accolade, person, or locale Richland Rum is able to define itself in its indefiniteness. All those who appreciate quality can appreciate Richland Rum. "The Spirit of Georgia®" explains the origin, but the reach goes much further...Richland Rum is very much a universal spirit.



NOTE FROM THE PROPRIETOR

It is with great reverence that we send our appreciation to you for sharing in our jaunt to discover the essence of Richland Rum. Our artistic approach to this Creative Spirit requests a patron who is enthusiastic and informed about the process which led us to the final masterpiece. After sharing in our journey, it can be assured that you are indeed a deserving patron. Again, many declarations of gratitude and may your Richland Experience be as unique as the Rum itself.

Cheers!

Erik Vonk





