



MORANT BAY

THE ART OF DISTINCTION

Signature Edition Spiced Red





Rum & Cane Spirits Category

MORANT BAY SIGNATURE
EDITION SPICED RED

MORANT BAY DISTILLERY

Just 10 weeks after launch at the International Food & Drink Expo. Our rum won it's first prestigious award at the International Spirits Challenge 2015, against 1000 entries from nearly 70 countries.

The International Spirits Challenge is the most authoritative, respected and influential spirits competition in the world, it's the premier event in promoting outstanding quality spirits from across the globe.

Supported by most of the world's leading spirits producers as the international standard for quality and excellence.

Our strapline is The Art Of Distinction™, now validated with a mark of distinction.

History of Morant Bay Distillery,
Rum production and our product range.



The Townsend story begins, not with tales of pirate ships or slavery, but the straight forward history of our family within the Parish of Westmoreland, Jamaica. With our great-grandfather James Townsend born in 1874. Aged just 19 years old, he embarked upon a career as a sugar cane farmer, producing sugar cane and molasses known as wet sugar which he sold throughout the parishes in Jamaica.



After James passed away in 1940, one of his four sons Lopez Alexander Townsend took over the sugar estate and continued with great success becoming a highly respected justice of the peace and a prominent figure within the Westmoreland community.

Lopez Alexander Townsend



Upon grandfather Lopez's death in 1981 one of his sons, Brenton Lopez took over the business. With his wife Glenies they continued to produce sugar cane, molasses and botanicals, while living in the natural beauty of the main family residence perched upon a hill above the distant view of the beautiful Caribbean Sea.

Sadly in 2012 and 2014 Glenies and then Brenton passed away, leaving the sugar estate to their four children Peter, Colleen, Juliet and Dexter Townsend.

Brenton & Glenies Townsend

Our molasses and botanicals are sourced from Jamaica and produced to our specifications with the UK's multi-award winning English Spirit Distillery.

Specialist's in artisinal small batch copper pot distillation, ideal for the craft distilled produced rum, adding the refinement to our Signature Edition Spiced Red Rum.

Allowing us to produce and supply from minature bottle to the barrel in sizes of 5cl, 25cl, and 75cl to Oak barrels of vary sizes for additional ageing or gifting.





Custom and contract production

We offer a service of contract production to for own labelling of products for gifting, merchandising and brand extension.

For your clients, customers and corporate in a range of bottling and packaging options from miniatures to barrel as well as bespoke drinking paraphernalia.

We also can supply rum in our custom decanter range.



Canapes, Courses, Chocolates & Cocktails

Set up in collaboration with a Michelin experienced chef, award winning chocolatier and mixologist. Will serve canapés, Caribbean themed menus, chocolates, signature cocktails as well as batch pre-mix cocktails for the events sector.

The growth in batch, pre-made and ready to drink cocktails is definitely worth exploring due to the fact that large quantities for event catering can be cost effective and convenient, we're able to work with a number of volume cocktail contract producers.

We champion and support the RUM Dining revolution, a concept based around the inclusion of rum infused and inspired dishes, that was presented at the International Food & Drink Expo 2015.

This move is reflective of a number of themes and trends to expand the presence of rum and showcase it's flexibility beyond cocktails and desserts, with the inclusion of a culinary element bringing a more adventurous creative note to food menus and canapés from Morant Bay.



Caribbean born, Michelin Experienced Chef Jason Howard relocated to London, working at Connaught Hotel in Mayfair as a sous chef for the legendary Hélène Darroze's two Michelin-starred restaurant.

Howard, has 14 plus years experience working in 4 and 5 star establishments, trained in modern and classic French cuisine, as well as championing Morant Bay Rum, he is pioneering the RUM Dining revolution a concept combining his love of Caribbean food with rum infused or paired dishes for social, corporate or intimate dining events.

Recently attended the Observer Awards as guest chef and speaker by the Jamaica Broilers Association. Presenting at the Art Of Good Food Event, a showcase for modern gastronomy and fine dining excellence.

Chef Jason Howard
Executive Chef
Taste The Caribbean
RUM Dining Revolution



Paul Wayne Gregory
Multi Award Winning
Chocolatier

Master Chocolatier Paul Wayne Gregory who describes himself as a Chocologist, amassed 14 awards in 10 years for his creations, including a triple award for a rum chocolate.

Clients and projects includes Microsoft, Harrods, Queen Elizabeth 80th Birthday, Nelson Mandela 90th Birthday, Magnum 25th anniversary Chocolate Fashion collection with House of Holland.

Paul as well as being a supporter of our rum, he is our choice chocolatier for our own rum truffle and chocolate range. Prior to being a chocolatier he trained as pastry chef in France and Spain, worked in private catering for prestigious events including Prince of Wales Charity Polo match and a chocolate supplier to many prestigious London establishments.



Alessio Franzese is the bar manager for Rum & Sugar, vibrant rum bar located near Canary Wharf. Stocking a vast selections of rums, he is an experienced mixologist, rum enthusiast and an early adopter of our rum. He created the first range of our signature cocktails as well as collaborated with us on international trade show for cocktail demonstration and presentation.

Rum & Sugar will be our headline bar and showcase venue for a number of project and theme initiatives as well as the July “Rum Of The Month”.

Alessio Franzese
Mixologist
Rum & Sugar



Caribbean Rose

Caribbean Rose

50ml Morant Bay Spiced Red Rum
15ml Martini extra dry vermouth

STIR and serve in a martini glass
garnish with an edible flower
and few sprays of rose water

Barbie Mojito

50ml Morant Bay Spiced Red Rum
20ml Fresh lime juice
20ml Simple syrup
10 Mint leaves

BUILD in a sling glass
with crushed ice
garnish with mint sprig and rose petal

Pink Fire Punch

40ml Morant Bay Spiced Red Rum
15ml Fresh lime juice
15ml Simple syrup
20ml Pineapple juice
20ml Orange Juice
20ml Passion fruit puree

SHAKE all the ingredients
and pour over cubed ice
serve in hurricane glass
1tbs grenadine float
garnish with half passion fruit (on fire)
and a maraschino cherry

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Business

British Jamaican rum enters world trade market

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KINGSTON, Jamaica - Morant Bay Rum - founded by the Morant Bay Distillery owner Peter Townsend - will make its international debut in London at the International Food & Drink Expo (IFE) at the Excel centre in March.

The four-day IFE Expo is said to attract people from more than 100 countries, covering food and drink retailing, distribution, export and the hospitality sectors, the key markets the Morant Bay Rum is seeking to connect with according to a news release Wednesday.

The Morant Bay Rum is a new entrant into the growing rum sector. It is made from Jamaican molasses sourced from an estate in Jamaica. According to the release, the rum is then produced using temperature-controlled conditions at a site in the United Kingdom, replicating the climate of Jamaica for rum production, distilling, and ageing with the bottling process.

"This allows for direct access into the European markets to service them quickly, using the UK as an advantageous and strategic hub of operations in London, the

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Made in Jamaica: Ex-policeman launches 'first ever' red rum sourced from family farm



'I know what tastes right': teetotal alcopreneur Peter Townsend

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by Louisa Clarence-Smith, Reporter - Wimbledon

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A teetotal ex-policeman is launching the world's "first ever" red rum made from sugar cane grown on a Jamaican estate run by his family for four generations.

Peter Townsend, of Mitcham, quit the Met in September to launch his Croydon-based Morant Bay Rum company which he hopes to put on the global map when it is sampled by buyers from more than 100 companies at an international trade event this weekend.

The 50-year-old, who has previously worked as a Motown musician and

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Posted: March 07, 2015

By Andrew Jameson andrew.jameson@croydonadvertiser.co.uk



FINE TASTE: Peter Townsend wants to "conquer the world" with his Morant Bay Distillery Photo by David Cook



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