

Angostura Rums Take New York by Storm



Bartender at Brandy Library offers his guests a tasted of Angostura rum



L-R: Wayne Yip Choy, Coral King, Michael Babwar, Giselle Laronde-West, John Georges



Jeffrey Karlovitch, publisher/editor-in-chief of Whiskey Guild learns about rums by Angostura's master distiller John Georges



Dave Conroy, Merv Ali, Peter Schwartz and Amy Schwartz of International Beverage Company (IBC), with patrons and Angostura hostesses.

Launches Rums in the US

It was a cold, grey day in New York City, but Angostura brought Trini sunshine and a little bit of Carnival heat to a US audience, who, as it turned out simply could not get enough of the company's fine rums!

The occasion was the official launch of Angostura Limited's international range of rums at the Brandy Library Lounge in Tribeca New York, on Sunday 20th February, 2011. In attendance were rum connoisseurs, bartenders from some of the most high profile bars in the United States, and members of the international media.

The Angostura butterfly range of 3 year old, 5 year old and 7 year old rums was introduced to an enthusiastic crowd, all eager for a first taste of these world-renowned rums, which are famously popular across Europe. Angostura did not disappoint. According to one bartender, Angostura's 7 year old rum "is easily one of the best rums I have tasted in recent time."

Angostura's Master Distiller, John Georges, led mixologists and journalists in individual tasting sessions, as he explained the complex rum distillation process and the special elements that make Angostura's rums unique and set them apart from the rest. He was passionate about the key selling features of the products, which he said are "unique to Trinidad and Tobago."

Giselle Laronde-West, Senior Manager Corporate Communications, said that Angostura is looking forward to working with International Beverage Company, the US importers of Angostura rums, as she thanked CEO Peter Schwartz and his team for organising the successful launch.

Wayne Yip Choy, CEO and Managing Director of Angostura, Genevieve Jodhan Executive Manager Export and Business Development and Alex Thomas, Senior Manager Export, also represented Angostura at the event.



The world's most awarded rums!