



MEDIA RELEASE

DDL ANNOUNCES EL DORADO RUM GLOBAL COCKTAIL FINALS IN GUYANA

GEORGETOWN, GUYANA AUGUST 15, 2024: Demerara Distillers Rum (DDL) under its El Dorado Rum brand, one of the world's leading rum brands, is set to host the global finals of the inaugural El Dorado Rum Heritage Cocktail Competition, in Guyana from 20-22 August, 2024.

In the competition's first round, bartenders from the United States, United Kingdom, Canada, and Guyana showcased their journey and interpretation of the brand's heritage dating back to 1670. After a series of regional heats five exceptional finalists were chosen to advance to the next stage.

The five finalists will compete in the Global Cocktail Finals, showcasing their exceptional mixology skills and creativity with El Dorado Rum. These bartenders are Mike Dojcsak (Ontario, Canada), Flavio Francis (Georgetown, Guyana), Jonathan Sierra (Bristol, UK), Jamie Wolfe (California, USA), and Daniel Reiger (New York, USA).

Finalists in the Global Final received an all-expenses-paid trip to Guyana's Diamond Distillery, home of El Dorado Rum and the last remaining Distillery in Guyana. This opportunity allows them to experience Guyanese culture and heritage before presenting their final creations to a panel of esteemed judges.

Chairman of the DDL, Mr. Komal Samaroo expressed his excitement to host the competition in Guyana, the home of El Dorado Rum. "The Global Cocktail Finals is a platform to celebrate not only the incredible talent of these bartenders but also the rich history and craftsmanship of Demerara Distillers Ltd. and El Dorado rums that have been passed down for several generations," said Mr. Samaroo.

The Global Finals of the El Dorado Rum Heritage Cocktail Competition will be judged by industry experts Sandrae Lawrence, co-founder of the award-winning publication The Cocktail Lovers; Sly Augustin from Trailer Happiness; and Sharon Sue-Hang Baksh, Master Blender at Demerara Distillers Limited.

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Notes to Editors:

GLOBAL FINALS

Competitors will be judged on two cocktail submissions:

- i. They must recreate their cocktail from the regional heats.
- ii. Whilst in Guyana they must develop a second serve using ingredients from the local market. This cocktail must be made using one of the El Dorado Single Still SKU's
 - a. El Dorado Single Still Enmore (EHP)
 - b. El Dorado Single Still Port Mourant (PM)
 - c. El Dorado Single Still Versailles (VSG)

FIRST PRIZE

The winner of the Grand Final will receive:

- i. \$5000 USD
- ii. A collection of rare El Dorado Rums

About El Dorado Rums

El Dorado Rums, produced at the Diamond Distillery in Guyana, the only remaining distillery in Guyana, represents over 300 years of Caribbean rum crafting. With a rich history dating back to 1670, El Dorado Rums represent the pinnacle of craftsmanship and tradition in the world of premium-aged rums. El Dorado Rums are distilled in original pot and column heritage stills, resulting in a liquid celebrated for its depth, complexity, and smoothness. Its diverse portfolio includes El Dorado 25 Year Old Rum, El Dorado 21 Year Old Rum, El Dorado 15 Year Old Rum, El Dorado 12 Year Old Rum, El Dorado 8 Year Old Rum, El Dorado 5 Year Old Rum, El Dorado 3 Year Old Rum, El Dorado Single Stills Rums, and other special releases. El Dorado Rums have received numerous Prestigious awards and accolades, solidifying their reputation as one of the world's finest rums. The El Dorado brand is part of the Demerara Distillers Limited (DDL) portfolio, based in Guyana.

For more information about El Dorado visit www.theeldoradorums.com

Awards: The El Dorado 12-year-old rum and El Dorado 15-year-old rum have received numerous awards at the International Wine and Spirit Competition making these highly acclaimed rums somewhat of legends within the Rum space.