



BURNS HOUSE INTRODUCES NEW RUMS

(12 July, 1997) In a series of luncheon and dinner presentations, Burns House introduced their new Ole Nassau line of rums to the Abaco public. Ole Nassau had long included the award winning Coconut Rum but now features three new rums named after characters from Bahamian folklore.

A large group of Burns House executives, accompanied by the attractive and talented Legends, hosted presentations at Bayview Restaurant in Dundas Town, the Burns House outlet in Treasure Cay, the Conch Inn Cafe in Marsh Harbour and Hope Town's Club Soleil.

At Bayview, CEO 'Tiger' Finlayson eloquently outlined the history of Burns House and Commonwealth Breweries. Between them, he said, they account for most of the popular brands in The Bahamas producing Kalik and Heineken beer as well as bottling under license Gilbey's gin, Smirnoff vodka and other leading liquors. They are also the agents for Vita Malt and Budweiser beer.

The predecessor of Burns House was the first company ever to produce Bahamian rums. Mr. Finlayson said it was his decision to extend the range of products his companies offered by adding the Ole Nassau line of plain rums.

Unveiled at the presentations were Chick Charney, Jack Malantan and Yer Ho' rums. Chick Charney is a one year old rum that comes in White and Gold forms. Jack Malantan is fuller-flavoured dark Navy type rum which also comes in Special Reserve and 151 proof form. Top of the line is Yer Ho', a seven year old rum that M. Finlayson claimed was the equal of any rum in the world.

The fascinating names come to us from Andros folklore and each colourful bottle carries the story behind the name. The Ole Nassau rums are available in local retail stores and are priced well below competing brands.

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