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Transmission of an established geographical indication of spirit drinks

I. TECHNICAL FILE

1. Name and type

a. Name(s) to be registered

Rum da Madeira (pt)

b. Category

1. Rum

c. Applicant country(ies)

Portugal

d. Application language:

Portuguese

e. Type of geographical indication:

PGI - Protected Geographical Indication

2. Contact details

a. Applicant name and title

Applicant name and title	Instituto do Vinho, do Bordado e do Artesanato da Madeira, IP-RAM
Legal status, size and composition (in the case of legal persons)	Regional Public Institute
Nationality	Portugal
Address	Rua Visconde de Anadia, nº 44 9050-020 Funchal
Country	Portugal
Telephone:	00 351 291 211 600
E-mail(s)	ivbam.sra@gov-madeira.pt

b. Intermediary details

c. Interested party details

d. Competent control authority details

e. Control body details

3. Description of the spirit drink

Title - Product name	Rum da Madeira
Physical, chemical and/or organoleptic characteristics	'Rum da Madeira' is a rum which is produced in the Autonomous Region of Madeira (ARM), produced exclusively through the fermentation of alcohol and the distillation of sugar cane juice. It has a minimum alcoholic strength by volume of 37.5 % vol., a volatile substances content equal to or greater than 225 grams per hectolitre of alcohol at 100 % vol. and a total dry extract equal to or less than 5 grams per litre for natural rum and 20 grams per litre for aged and fortified rum. The characteristics of 'Rum da Madeira' are greatly influenced by the production process and the possible ageing process. However, it is typically sold as a clear and bright distillate which may vary in colour from colourless to slightly yellow for Natural 'Rum da Madeira', colourless to topaz for Fortified 'Rum da Madeira' and from yellowish to topaz with possible golden to green hues for Aged 'Rum da Madeira'. The more pronounced colour of Aged 'Rum da Madeira' is essentially due to contact with oak casks. The nose normally has aromas which are characteristic of fermented sugar cane, however, it may also have some particularities depending on the type of rum produced: □ Natural 'Rum da Madeira': intense aromas which are characteristic of the distillation of fermented sugar cane with a predominance of pungent alcohol notes which give it a pleasant warming sensation. Tropical fruit notes are frequently apparent which are specific to 'Rum da Madeira' and which suggest aromas of mango and melon. Possibility also of plant notes. □ Fortified 'Rum da Madeira': Sweetening brings out the particular aromatic complexity of the drink, specifically with notes of honey and dried fruit such as figs and raisins, depending on the type of sweetening used to round out the final flavour,. Aged 'Rum da Madeira': Rich, highly complex bouquet from contact with the oak casks which gives the drink its sweet notes (honey, molasses), and spicy (cinnamon, black pepper), as well as vanilla, caramel and toasted aromas. Strong possibility of notes of dried fruits and nuts (almonds, figs, raisins…) and tobacco. These aromas intensify with maturity through oxidation, becoming more complex, richer and more balanced. As time passes, balsamic notes can appear (eucalyptus). In the mouth, 'Rum da Madeira' also has different

	characteristics which depend on the type of rum produced: Natural ‘Rum da Madeira’: light body, slightly sweet taste, persistent, fresh, mineral and with a little dryness at the end. Fortified ‘Rum da Madeira’: sweet taste, soft and round palate given by the sweetening which helps round out the flavour. Aged ‘Rum da Madeira’: The oxidation and concentration process which this drink is subject to, due to the prolonged contact with the wood makes it more concentrated and richer than Natural ‘Rum da Madeira’. It has a soft, hot, intense and rounded taste which intensifies as it matures. The sweet to honey and vanilla tastes, the spices, dried fruits, tobacco, coffee, as well as others, differentiate this product through their considerable complexity and richness. Full-bodied and persistent, it becomes smooth and pleasant with time.
Specific characteristics (compared with spirit drinks of the same category)	Natural ‘Rum da Madeira’ differs from other products in the same category through its intense and complex aromas which are less neutral than similar drinks. Its distinctive features include its typically tropical, fresh, mineral and persistent flavours. Aged ‘Rum da Madeira’ is unique on account of its high ageing potential, resulting in a unique and distinctive style. Full-bodied and with a fresh acidic taste from the region's terroir, it has a vast range of aromas and flavours which are specific to ‘Rum da Madeira’ which are acquired from the oxidation process during ageing. It stands out due to its structure (full-bodied), complex aromas, the delicacy and elegance of the taste and high persistence. We would stress that 'Rum da Madeira' always undergoes physico-chemical tests in an accredited laboratory to ensure conformity before it is placed on the market. It also goes through sensory tests conducted by the Câmara de Provadores (Chamber of Tasters) to ensure that it meets the organoleptic characteristics that have been specified for this product.

4. Define geographical area

a. Description of the defined geographical area

The Autonomous Region of Madeira is located in the Atlantic Ocean lying between 30° and 33° latitude north, 978 km south west of Lisbon and around 700 kilometres from the African coast.

It has two inhabited islands, Madeira Island (740.7 km²) and Porto Santo Island (42.5 km²).

There are also several uninhabited islands and islets (Ilhas Desertas e Selvagens – Deserted and Wild Islands).

The geographical area in which ‘Rum da Madeira’ is produced includes Madeira Island and Porto Santo Island.

‘Rum da Madeira’ must be made exclusively from sugar cane produced in the ARM

b. NUTS Area

PT300	Autonomous Region of Madeira
PT30	Autonomous Region of Madeira
PT3	Autonomous Region of MADEIRA

5. Method used to obtain the spirit drink

Title – Type of method	Madeira Rum
Method	Method used to produce the spirit drink ‘Rum da Madeira’ is an agricultural rum and as such is made exclusively through the fermentation of alcohol and the distillation of the sugar cane juice. This is combined with the experience which has been acquired over many generations and the use of the region's traditional technology, which despite being less efficient than other more modern technologies, results in a traditional final quality product of unique characteristics. After the sugar cane has been harvested (a manual task which does not involve any type of mechanisation), it is immediately ground. This is a determining factor in the quality of the final product. The resulting mash is then decanted and filtered to make it as clean as possible. Before the fermentation starts, the sugar is adjusted to the ideal level so as to optimise the process. Slow fermentation then takes place and may last several days, depending on the ambient temperature. The liquid resulting from the fermentation, commonly known as ‘cane wine’, may be decanted once more before distillation, maintaining the quality and taste of this traditional product from the Autonomous Region of Madeira. Sweetening 'Rum da Madeira' may be sweetened to round out the final flavour of the product. In that case, the traditional designation ‘Fortified’ may be used pursuant to the terms of the section on 'Specific labelling rules'. The sweetener used in fortified ‘Rum da Madeira’ is sugar syrup, which complies fully with Annex I(3)(f) to Regulation (EC) No 110/2008 of the European Parliament and of the Council of 15 January 2008 ('any other natural carbohydrate substances having a similar effect to those

	products'). The proportion used does not exceed 0.33 ml per litre of sweetened rum (which is equivalent to 0.033 %). Sweetening may also be achieved using other products as long as they comply with Annex I(3) of Regulation(EC)No 110/2008 and of course that the amounts involved are low and only used to round out the final flavour. Ageing of 'Rum da Madeira' 'Rum da Madeira' may be aged in oak casks for a minimum of three years. This ageing is controlled by the IVBAM, both physically on site as well as administratively. There is also a specific log. •'Rum da Madeira' with indication of year of production The year of production may be stated on the label of 'Rum da Madeira' provided that it has been entirely produced in the year in question and then aged in oak casks until bottling. •'Rum da Madeira' with indication of age Indication of age may be stated on the label of 'Rum da Madeira' provided that ageing is carried out in oak casks for a minimum of the corresponding period in question. The indications allowed are set out in the 'Specific labelling rules'

6. Link with the geographical environment of origin

Title – Product name	Rum da Madeira
Details of the geographical area or origin relevant to the link	There is multiple and a wide range of evidence throughout history which demonstrates the close and unequivocal connection of sugar cane growing and 'Rum da Madeira' with Madeira. There are numerous bibliographical references, some of which are highlighted at the end of these specifications. Sugar cane (sweet cane) is a plant which belongs to the gramineae family (*Saccharum genus*, *officinarum* species) and was introduced to Madeira in around 1425. The first plants were imported from Sicily at the orders of Infante D. Henrique, in other words, immediately after the start of colonisation. Its adaptability made it quite sought after at the time in comparison to other well-known crops such as wheat and some vegetables. It was considered to be an important source of wealth. The growing of sugar cane further developed in 1846 with the production of rum which became generalised throughout the island. Factories were set up in almost all inhabited locations. The production of sugar in 1856 helped the crop expand and sugar cane flourished until 1882. In 1882, sugar cane was attacked by the *fungus*

	coniothyrium melanosporum with such intensity that it almost disappeared entirely. However, with the introduction of new varieties, crops were re-established and after 1890, expanded once again, providing the raw material for the sugar industry and the production of rum (sugar cane eau de vie) and alcohol. At the end of the 1930s, sugar cane crops which covered an area of 6 500 hectares (ha), were reduced due to the delimitation of agrarian areas. It is estimated that in 1952, total production area was 1 420 ha. Average production in 1952 was considered to be limited to 30 tons (t) per ha. After 1952, production areas were expanded slightly and in 1955-56 there was a new and significant increase in planting. Up to the end of the 1980s, a substantial decrease was seen in planting area, mainly due to the closure of numerous factories which had been taking up the production. This led to a collapse in the growth of this crop due to lack of demand, falling to a little over a 100 hectares (in 1986 it was 119.9 ha, decreasing quickly to 90.3 ha in 1988). Moreover, farmers started to grow other crops, more specifically bananas, vegetables, tropical and sub-tropical fruit, vineyards, etc. However, in recent years there has been growth in sugar cane production, essentially due to demand for 'Rum da Madeira'. 'Rum da Madeira' is in fact the result of the perfect combination of natural and human factors, together with age-old know how, which give this product unique and unmistakeable characteristics. Madeira's special climate is influenced by dynamics such as atmospheric circulation, general geographical factors such as latitude and proximity to the ocean and by the island's orography, altitude and the exposure of land parcels creating micro-climates. Moreover the soil is basaltic in origin and generally clay like and acidic with some organic matter and there is an abundance of water which is the result of the lush vegetation which covers the entire island. All of these aspects together provide the main conditions for the success of sugar cane production, the main raw material behind the unique characteristics of 'Rum da Madeira'. The distribution of the sugar cane crop among the island's different micro-climates is also not by chance and connects natural factors to human factors. It is the result of how man has found the best conditions for this crop to grow successfully. One of the human factors which marks the agricultural landscape of Madeira and that of sugar cane production are the 'poios' (terraces which have been built to compensate for the steep slopes of the hills and allow crops to be

	grown). In an area of poor agricultural conditions, the pressure on soils is great and organic matter is often laid down, and as such the soils have high organic matter values. The small size of the parcels together with the orography of the land means that it is almost always impossible to mechanise procedures so most farming is still done by hand. Currently, sugar cane crops, although considered extensive, are all in small holdings, usually pulverised (normally, the total area of holdings does not exceed 5 000 m^2, frequently fragmented into 5-6 parcels), and cover a total area of 125 ha, corresponding to production of around 5 800 t. The production of this raw material for 'Rum da Madeira' is highly dependent on labour (usually from the family) and does not employ any type of mechanisation not only to maximise the available area, but also due the difficulties caused by the steepness of the hills. Harvesting and transport within the holdings is also carried out manually and only in the case of transport to transformation industries are lorries used. The selection of the varieties of sugar cane used in the production of 'Rum da Madeira' is based on numerous factors. These include characteristics relating to maturing, sugar content, requirements with regard to the type of soil, resistance to disease, winds, etc. The most common regional varieties are as follows: 'POJ-2725' pink in colour; 'NCO-310 green-pink in colour; CP-44-101; 'yuba'; 'canica' and 'caiana'. However, productivity is highly variable, ranging from 40 ton/ha in older plantations to 120 ton/ha in newer crops. The most important areas for sugar cane crops are the municipalities of Calheta, Machico (more specifically the area of Porto da Cruz) and Ponta do Sol, followed by Ribeira Brava and the remaining municipalities on the south coast of Madeira. Sugar cane is not produced in the municipalities on the north coast due to the poorer adaptability of the crop to the local conditions. It is only produced in the municipality of Santana, more specifically in the parish of Faial. As a result of the hard work of producers and factory owners allowing crops to grow which are distinctive and of the highest quality, has it been possible to maintain this activity which is unique in Europe. Rum da Madeira ensures the survival of sugar cane production on this small island. Currently, all sugar cane is used for sugar syrup and agricultural rum, traditionally referred to in Madeira as cane eau de vie, with unique and differentiated aromas, recognised by numerous experts as a product of

	unmistakeable quality. In 2014, rum production was approximately 2 207 hl (at 100 % vol.), and sugar syrup production was 1 183 hl (167.6t).
Specific characteristics of the spirit drink attributable to the geographical area	(See previous point).
Causal link between the geographical area and the product	

7. Requirements under EU, national or regional legislation

Title	Rum da Madeira
Legal reference	Annex III of Regulation (EC)No 110/2008 of the European Parliament and of the Council of 15 January 2008; Regional Legislative Decree No 5/2011/M of 15 March 2011, which confirms the protected geographical indication 'Rum da Madeira' and governs its production and sale; Draft Regional Legislative Decree which amends Regional Legislative Decree No 5/2011/M of 15 March 2011 and is currently at approval stage.
Description of the requirement(s)	Rum da Madeira PGI

8. Supplement to the geographical indication

9. Specific labelling rules

Title	Rum da Madeira
Description of the rule	Regional Legislative Decree No 5/2011/M of 15 March 2011, which confirms the protected geographical indication 'Rum da Madeira' and governs its production and sale, also sets out the labelling rules for 'Rum da Madeira'. As such, in accordance with the aforementioned legislation, the labelling of 'Rum da Madeira' is required to include the protected geographical indication 'Rum da Madeira' or 'Rum Agrícola da Madeira' (Agricultural Madeira Rum). The labelling may also include the following designations provided that they comply with the corresponding specifications: Traditional Mentions: 'Cane eau de vie', 'cane sugar eau de vie' or 'sweet cane eau de vie' - mentions which are compatible with any

	category of ‘Rum da Madeira’; ‘Fortified’, ‘fortified rum’ or ‘fortified eau de vie’ - mentions reserved for ‘Rum da Madeira’ which has been sweetened to round out the final flavour: ‘Old’, ‘old rum’ or ‘old eau de vie’ - mentions reserved for ‘Rum da Madeira’ which has been aged in oak casks for a minimum of three years. ‘Rum da Madeira’ with Indication of Age – ‘Rum da Madeira’ labelling may include one of the following indications of age whenever the rum has been aged in oak casks for a minimum of the corresponding period in question. In other words, if it is a blend of different ages, all of the rum in the bottle must have been aged for at least the period corresponding to the age in question. ‘3 years’; ‘6 years’ or ‘Reserve; ‘9 years’; ‘12 years’ or ‘Old Reserve’; ’15 years’; ‘18 years; ‘21 years’. A draft Regional Legislative Decree is currently at the approval stage which amends Regional Legislative Decree No 5/2011/M No 15 March 2011, adding the following indications of age: ‘15 years’ or ‘Special Reserve’; ‘18 years’ or ‘Superior Reserve’; ‘21 years’ or ‘Grand Reserve’; ‘25 years’ or other indication of greater age approved by the IVBAM, associated or otherwise to the mention ‘Grand Premium Reserve’. ‘Rum da Madeira’ with Indication of the Year of Production – ‘Rum da Madeira’ labelling may include indication of the year of production (e.g.: ‘Rum da Madeira 2009’) whenever it has been produced in its entirety in the year in question and has been continuously aged in oak casks after production until bottling (for a minimum of three years). ‘Rum da Madeira’ labelling with indication of the year of production is required to state the year of bottling.

II. Other information

1. Supporting material

File name:	Ficha Técnica da IG Rum da Madeira-Referências bibliográficas.pdf
Description:	BIBLIOGRAPHICAL REFERENCES Link with the geographical environment or geographical

	origin
Document type	Other

2. Link to the product specification

Link:	