

In the world of overproof rums, there is one that is called for by name.

## Lemon Hart Demerara 151 Rum



Lehmynn Hart inherited the spirits business his grandfather started in 1720. In the late 18<sup>th</sup> century, he was appointed one of the first rum suppliers to the Royal Navy after the Royal Navy began blending rum as part of the sailors daily ration. In 1804, the Lemon Hart Rum Company was established in London near the London Docks.

Lemon Hart Demerara Rum is distilled by Demerara Distillers Ltd, who also distill and bottle El Dorado rums. Until the last quarter of the last century, DDL was primarily interested in selling bulk rum to other blenders to be sold under their labels. Such is the case of the Lemon Hart brand. The most recent owner of the Lemon Hart brand was Pernod Ricard who bought it as part of the Seagrams purchase in 2000. Pernod Ricard also bottled a small quantity of Lemon Hart Jamaican Rum. Primarily for the European market.

In March 2010, Pernod sold the Lemon Hart brand to Mosaiq of Montreal Canada who appointed Caribbean Spirits as the sole US importer. In Aug, 2010, 481 cases of Lemon Hart 151 were found in the Hiram Walker distillery warehouse in Walkerville, Ontario where Lemon Hart rums were blended and bottled for more than a half century. During Prohibition, this distillery, directly across the river from Detroit, supplied such people as Al Capone with alcohol and is where Lemon Hart was aged, blended and bottled until the brand was sold to Mosaiq.

Lemon Hart 151 Demerara Rum is a blend of high proof rums aged in Ontario and then colored with caramel from which it gets its distinctive dark hue. Lemon Hart 151 Demerara Rum is called for by name in many of Trader Vic's and Don the Beachcomber's tiki recipes. According to most tiki aficionados, there is no substitute.

Beginning in May 2011, this rum will get a new bottle and label and will be bottled by the Newfoundland Laborador Liquor Corporation from rums aged and blended in Guyana at DDL. There will be a slight flavor change but according to the marketing people at Mosaiq it will be better. This is the last of the recipe that made the Lemon Hart brand famous for more than half a century. Lemon Hart 80 proof Demerara Rum is not expected to be available in the US in the near future.