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Tropical Products Institute

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G166

# **The United Kingdom market for rum**



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November 1982

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Overseas Development Administration

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## NOTES

Imperial units are used throughout the report. At the time when field work was carried out (in early 1980) the statistics available for 1979 and earlier were given in imperial units. Since January 1980, as a consequence of the adoption of the Organisation Internationale de Metrologie Legale (OIML) system of metrication, quantities in UK statistics are now given in litres of alcohol. **To convert proof gallons to litres of alcohol, multiply by the conversion factor 2.595.**

EUA European Unit of Account  
— nil or negligible  
... not available

In the statistical tables there may be apparent discrepancies between totals and the sum of constituent items because of rounding.

The African, Caribbean and Pacific States (ACP) include the following:

Bahamas	Malawi
Barbados	Mali
Benin	Mauritania
Botswana	Mauritius
Burundi	Niger
Cameroon	Nigeria
Cape Verde	Papua New Guinea
Central African Republic	Rwanda
Chad	St. Lucia
Comoros	St. Vincent
Congo	Sao Tome and Principe
Djibouti	Senegal
Dominica	Seychelles
Equatorial Guinea	Sierra Leone
Ethiopia	Solomon Islands
Fiji	Somalia
Gabon	Sudan
Gambia, The	Surinam
Ghana	Swaziland
Grenada	Tanzania
Guinea	Togo
Guinea-Bissau	Tonga
Guyana	Trinidad and Tobago
Ivory Coast	Tuvalu
Jamaica	Uganda
Kenya	Upper Volta
Kiribati (formerly Gilbert Islands)	Western Samoa
Lesotho	Zaire
Liberia	Zambia
Madagascar	Zimbabwe

Overseas Countries and Territories (OCT) include the following:

Antigua and Barbuda	Cayman Islands
Belize	Falkland Islands and Dependencies
British Antarctic Territory	French Polynesia
British Indian Ocean Territory	French Southern and Antarctic Territories
British Virgin Islands	Mayotte
Brunei	Montserrat

**Netherlands Antilles:**

Aruba  
Bonaire  
Curacao  
Saba  
St. Eustatius  
St. Maarten (South)  
New Caledonia

**Pitcairn Islands**

St. Christopher, Nevis and Anguilla  
St. Helena and Dependencies  
St. Pierre and Miquelon  
Turks and Caicos Islands  
Vanuatu  
Wallis and Futuna Islands

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# Summaries

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## SUMMARY

### The United Kingdom market for rum

#### *Consumption*

Rum consumption in the UK has risen over the last decade. A particularly large increase occurred between 1970 and 1974 when consumption grew by 86 per cent (from 1.9 million proof gallons to 3.6 million proof gallons). Consumption declined in the next three years, but then rose and reached a peak in 1979 of 3.8 million proof gallons. The economic recession is suppressing current consumption.

In the UK the traditional market for rum is for a 'dark' rum. Demand for lighter bodied 'white' rums is a phenomenon of the last 15 years. 'White' rums are estimated to account for 40 per cent of the UK home market. There is also a very small demand for 'golden/amber' rum.

Trade is dominated by a small number of brands and 12 brands are estimated to hold 90 per cent of the market between them. These brands are divided between national brands, some of which are popular on a regional basis, and other, smaller, more localised brands.

#### *Imports*

Imports closely follow the consumption pattern. Imports were especially large between 1973 and 1975 when importers felt confident about market prospects and boosted purchases following the strong upward consumption trend of the early part of the decade. With the decline in consumption importers were overstocked and cut back purchases. It was not until 1979 that stocks had been sufficiently reduced to allow imports to rise again.

The English-speaking Caribbean supplies virtually all UK requirements and four countries, Guyana, Jamaica, Bahamas and Trinidad, normally supply over 90 per cent of UK imports.

Importers have no difficulty in obtaining supplies and, since production capacity in the main supplying countries is nearly twice the level of demand for their rum, do not foresee shortages arising in the future.

#### *Re-exports*

The UK has an important re-export trade in rum which was remarkably stable between 1970 and 1979 at 1 million proof gallons a year. In 1980 re-exports rose to just under 1.5 million proof gallons.

#### *Prices*

The UK unit c.i.f. prices for rum vary widely depending on the source of supply. The Bahamas and Trinidad receive much higher prices than other sources. Within quotas, set annually, rum originating in the African, Caribbean and Pacific States (ACP) and the Overseas Countries and Territories (OCT) enters free of duty.



### *Future prospects*

Prospects for a new supplier are extremely discouraging. Strong traditional ties exist between producers and importers and, with current suppliers having excess capacity, importers are not seeking new sources of supply.

## RÉSUMÉ

### **Le marché du rhum en Grande-Bretagne**

#### *Consommation*

La consommation de rhum en Grande-Bretagne a augmenté au cours des dix dernières années, de façon particulièrement marquée entre 1970 et 1974, lorsque la consommation s'est élevée de 86 pour cent (de 1,9 millions de 'proof gallons' à 3,6 millions de 'proof gallons'). La consommation a baissé au cours des trois années suivantes, mais a augmenté de nouveau par la suite pour atteindre un pic en 1979 de 3,8 millions de 'proof gallons'. La crise économique freine la consommation actuelle.

En Grande-Bretagne, le marché traditionnel du rhum est le marché d'un rhum 'sombre'. La demande pour des rhums 'blancs' plus légers est un phénomène des 15 dernières années. D'après les estimations, les rhums 'blancs' représentent 40 pour cent du marché intérieur en Grande-Bretagne. Il existe également une très faible demande pour le rhum 'doré/ambré'.

Le commerce est dominé par un petit nombre de marques et 12 marques se partagent 90 pour cent du marché. Ces marques sont divisées en marques nationales dont certaines sont populaires sur le plan régional et d'autres, moins importantes, sont des marques locales.

#### *Importations*

Les importations suivent de près le profil de consommation. Les importations ont été particulièrement importantes entre 1973 et 1975, lorsque les perspectives du marché ont semblé assurées aux importateurs qui ont poussé les achats après que la consommation ait fait preuve d'une forte tendance à la hausse au début des années 70. Lorsque la consommation a baissé, les importateurs se sont retrouvés avec des stocks excessifs et ont arrêté les achats. Ce n'est qu'en 1979 que les stocks ont suffisamment baissé pour les importations augmentent de nouveau.

Les Antilles anglophones couvrent pratiquement tous les besoins de la Grande-Bretagne et quatre pays — Guyane, Jamaïque, Bahamas et Trinité — fournissent normalement plus de 90 pour cent des importations de Grande-Bretagne.

Les importateurs n'ont pas de difficulté à s'approvisionner et ne prévoient pas de pénurie dans le futur étant donné que la capacité de production des principaux pays producteurs représente près de double de la demande pour leur rhum.

#### *Rè-exportations*

La Grande-Bretagne a un important commerce de ré-exportation de rhum qui est resté remarquablement stable entre 1970 et 1979 à près de 1 million de 'proof gallons' par an. En 1980, les ré-exportations ont augmenté à près de 1,5 millions de 'proof gallons'.

#### *Prix*

En Grande-Bretagne, les prix CAF unitaires pour le rhum varient largement suivant la source d'approvisionnement. Les Bahamas et la Trinité reçoivent des prix bien supérieurs aux autres sources. A l'intérieur des contingents, établis annuellement, le rhum en provenance des Etats Africains, des Antilles et du Pacifique (ACP) et des Pays et Territoires d'Outre-Mer (OCT) entre sans taxe.

### *Perspectives futures*

Les perspectives pour un nouveau fournisseur sont extrêmement décourageantes. Il existe des liens traditionnels solides entre producteurs et importateurs et la capacité de production des fournisseurs actuels étant excédentaire, les importateurs ne cherchent pas de nouvelles sources d'approvisionnement.

## RESUMEN

### El mercado británico para el consumo interior de ron

#### *Consumo*

El consumo de ron en el Reino Unido ha incrementado durante la última década de años. Un incremento especialmente grande se produjo entre 1970 y 1974 durante cuyo período el consumo aumentó en un 86 por ciento (desde 1,9 millones de 'proof gallons' hasta 3,6 millones de 'proof gallons'). El consumo descendió durante los tres años siguientes, pero luego volvió a aumentar alcanzando un máximo de 3,8 millones de 'proof gallons' en 1979. La recesión económica está limitando el consumo actual.

En el Reino Unido, el mercado tradicional tiene preferencia por el tipo 'oscuro' de ron. La demanda del ron 'blanco' menos fuerte es un fenómeno experimentado durante los últimos 15 años. Se calcula que los rons 'blancos' representan un 40 por ciento del mercado británico interior. También existe una demanda muy pequeña de ron tipo 'amarillo/dorado'.

El mercado está dominado por un pequeño número de marcas 12 de las cuales se calcula que acaparan un 90 por ciento del mismo entre todas ellas. Estas se dividen entre marcas nacionales, algunas de las cuales son populares de acuerdo con las regiones, mientras que otro grupo más pequeño lo componen marcas más localizadas.

#### *Importaciones*

Las importaciones se adaptan fielmente a la norma de consumo. Las cantidades importadas fueron especialmente grandes entre 1973 y 1975 cuando los importadores se sintieron seguros sobre las perspectivas del mercado e intensificaron las compras siguiendo la fuerte tendencia hacia un consumo aumentado durante la primera parte de la década. Con el descenso en el consumo, los importadores tenían existencias excesivas y redujeron las compras. No fue hasta 1979 cuando las existencias se hallaban lo suficientemente reducidas para permitir un aumento de las importaciones.

El suministro procedente de la región angloparlante del Caribe prácticamente satisface toda la demanda británica, y cuatro países (Guayana, Jamaica, Bahamas, y Trinidad), normalmente suministran más de un 90 por ciento de las importaciones británicas.

Los importadores no experimentan dificultad alguna en obtener suministros y, como la capacidad de producción en los principales países proveedores equivale a casi el doble del nivel de la demanda de su ron, no se prevén escaseces en el futuro.

#### *Reexportaciones*

El Reino Unido tiene un importante comercio de reexportación de ron el cual demostró ser notablemente estable durante 1970 a 1979, registrándose 1 millón de 'proof gallons' cada año. En 1980, las reexportaciones aumentaron hasta un poco por debajo de 1,5 millones de 'proof gallons'.

### *Precios*

Los precios unitarios CIF Reino Unido del ron varían ampliamente dependiendo de las fuentes de suministro. Los rones procedentes de Bahamas y Trinidad registran precios mucho más altos que los provenientes de otras fuentes. Dentro de los cupos establecidos anualmente, el ron originario de Africa, de la región del Caribe y de los Estados del Pacífico (ACP) y de los Países y Territorios de Ultramar (OCT) entra exento de impuestos.

### *Perspectivas futuras*

Las perspectivas para un nuevo abastecedor son extremadamente desalentadoras. Existen fuertes vínculos tradicionales entre productores e importadores y, al tener los proveedores actuales una capacidad sobrante, los importadores no buscan nuevas fuentes de suministro.

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# The United Kingdom market for rum

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## INTRODUCTION

This report reviews the UK market for rum with particular reference to the prospects for a new supplier, and for the establishment of a new industry based on imported molasses. Reference is made as necessary to the European Community (EC) market of which the UK is part.

## THE PRODUCT

### Definition of rum

There is no legal UK definition of rum but for customs purposes it is accepted to be 'spirits obtained by distilling fermented sugar-cane molasses, or sugar-cane juice, which has the organoleptic character of rum'. Entries of rum into the UK are divided between 'rum' – imported from ports in sugar-cane producing countries, and 'imitation rum' – imported from ports in countries in which sugar-cane is not produced. In the main producing region, the Caribbean, some islands no longer grow sugar-cane and, indeed, some never did, but some of these do produce rum from imported molasses. In these cases the requirement of being a sugar-cane growing country is not strictly adhered to, as the following reference indicates:

'In deciding how far entries tendered as "Rum" may be accepted, with reference to the country from which the importing ship has come, officers are guided by their general knowledge of the subject . . . , spirits imported from the West Indian Islands, Mauritius, Brazil, Guyana and other tropical and sub-tropical countries in which sugar-cane is usually cultivated, and entered as "Rum", are ordinarily accepted as such'.<sup>1</sup>

The EC is in the process of producing a regulation to cover spirit drinks, and members of the trade consulted in the course of this study thought that it would be finalised in the not too distant future. Possible repercussions for rum producers are discussed in detail in the section on 'Tariffs and future EC regulations.'

### Production of rum

Rum distillation can be divided into two main processes, i.e. pot-still distillation, and continuous distillation. Whichever process is used, local conditions (such as variety of sugar-cane, climate and numerous other factors) will produce rums of different flavours and quality. Pot-still distillation, the traditional process, produces a heavy pungent rum. However, the number of pot-stills has been declining and continuous distillation has become the more common process. Continuous distillation produces a rum lighter in flavour and bouquet.

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<sup>1</sup>Summary of Customs House Work, *Wine and Spirit Trade International Year Book*, 1980

When drawn off the still, rum is considered unpalatable and, in order to become acceptable, it is aged in oak casks. By storing in wood the rum becomes more mellow and the flavour develops. Rum is colourless when drawn from the still, but in the course of ageing absorbs small amounts of colour from the oak casks.

During the ageing process alcohol seeps out via the wood: the rate of seepage depends on the alcoholic strength, and the climate. For example, rum from a continuous still is about 65° over proof but the rate of seepage increases markedly at 40° or more over proof; hence to minimise seepage, rum is diluted before it is stored in casks. However, if rum is shipped straight from the still it is not diluted until it reaches its destination. Heat and dryness increase seepage; it is estimated that seepage in the Caribbean is 10 per cent in the first year and 5 per cent thereafter, compared with 5 per cent in the first year and 2 per cent thereafter in the UK.

For pot-still rums the ageing process normally takes between 5 and 8 years, but can exceptionally take up to 12 years. In contrast, the lightest rums from continuous distillation may be drunk from 6 months onwards, but more generally are aged for 1 to 2 years.

Two distinct markets have developed for rum; the traditional market for a 'dark' rum and the recently developed taste for a 'white' rum. It has been trade practice to associate flavour with colour; light rums from continuous distillation are used to produce 'white' rums, which is a description taken to include white or any slightly coloured rum. Alternatively these light rums may be blended with the more pungent flavoured pot-stilled rums to produce a 'dark' rum (some 'dark' rums are in fact produced solely from 'light' rums), the dark colour being obtained by the addition of caramel.

Rum brands vary from those coming from a single distillery, to blends of the products from several countries. In the UK rum is normally sold at 70° proof in 26<sup>2</sup>/<sub>3</sub> fluid ounce bottles.

## TRADE STRUCTURE

In the UK rum is subject to an excise duty. This duty is payable in addition to tariff duties. On entry into the UK rum is placed under the charge of Her Majesty's (HM) Customs and Excise in bonded warehouses, and is not released for home consumption until the importer has paid the duty. No duty is payable on re-exports. Normally all operations such as diluting (when necessary), ageing, blending and bottling are carried out in these bonded warehouses, but, at times duty is paid and the rum released from bond before these activities are carried out.

Four firms dominate the UK import trade in rum. The three biggest are Hedges and Butler Ltd, (who specialise in the importation and distribution of the brand 'Bacardi'), Seagram (UK) Ltd, and United Rum Merchants Ltd (URM). The fourth is Courage Ltd who import significant quantities via their subsidiary, Saccone and Speed Ltd. There are also a number of smaller importers of rum, some of whom specialise in importing specific brands.

Importers are generally agents in the sense that they tend to negotiate sole purchase and distribution rights with their suppliers, who may be a single distillery or organisation, or a Government controlling several distilleries. Some of the importers are subsidiaries of multi-national companies who in turn have world-wide trading interests in rum.

In addition to their import function, individual firms have a greater or lesser involvement in other aspects of the trade. One firm, Courage Ltd, is known to have an active interest in distillation facilities. Many of the importers, both large and small, blend and bottle rum and have proprietary brands e.g. 'Lamb's Navy' (URM), 'Captain Morgan' (Seagram), 'Dry Cane' (Courage). Since rums for consumption are frequently blends, the importers sell bulk rum to one another. Smaller blenders and

bottlers who do not import on their own account buy bulk supplies from importers, while those who import some of their requirements nevertheless still purchase bulk rums for blending purposes, particularly from the larger importers.

Some importers who blend and bottle also act as wholesalers but, except for breweries, e.g. Courage Ltd, who can sell through their own tied houses, they do not extend their distribution role to retailing.

## CONSUMPTION OF RUM

### Growth in consumption

Her Majesty's Customs and Excise publish figures on the quantities of rum cleared for home consumption on payment of duty, and these figures are accepted by the trade as equating to consumption (*see* Table 1). Rum is the fourth most popular spirit after whisky, gin and vodka and accounts for about 10 per cent of all spirits consumed in the UK.

Table 1

### Quantities of rum cleared to home use on payment of duty

Year	Thousand proof gallons	Index 1970 = 100
1970	1 962	100
1971	2 216	113
1972	2 565	131
1973	3 382	172
1974	3 643	186
1975	3 327	170
1976	3 332	170
1977	2 929	149
1978	3 456	176
1979	3 819	195
1980	3 322	169

Source: HM Customs and Excise

Over the last decade consumption as a whole has risen; large increases occurred in the opening years of the decade when consumption increased by 86 per cent between 1970 and 1974, that is from just under 2 million proof gallons in 1970 to just over 3.5 million proof gallons in 1974. During these years 'white' rum, led by 'Bacardi', became increasingly popular and accounted for much of the growth. Growth peaked in 1974 and consumption declined over the next three years. A recovery occurred in 1978 and consumption continued to rise in 1979. In 1980, however, consumption fell due to the economic recession. According to the trade, the recession was continuing to reduce consumption in 1981 and, unless there was an upturn in the economy later in the year, 1981 clearances could be expected to show another fall.

Demand for spirits is extremely price sensitive and changes in excise duty or Value Added Tax (VAT) are quickly reflected in sales. The trade estimates that an increase in excise duty and/or VAT will depress sales for the next 6 months, and that recovery can take up to 2 years. In the 1975 budget excise duty was increased by 30 per cent and was reflected in a fall in 1975 clearances. In early 1976 sales were still falling and this trend would have continued except that the forewarning of a rise in excise duty by 10 per cent on 1 January 1977 boosted spending in late 1976. This resulted, however, in depressed 1977 sales figures. Consumption began to rise in 1978 and further increased in 1979 when, in response to the announcement in the budget that VAT was to be increased in June from 8 per cent to 15 per cent, consumers stocked up. Excise duty was increased in the 1980 budget.

Expectations of changes in excise duty or VAT distort consumption patterns by boosting immediate sales, which are then compensated for by lower sales later on. Therefore, in order to ensure that these short-term peaks and troughs do not mask

underlying consumption trends, it is necessary to study consumption statistics over at least the previous five years, and preferably a decade. Rum consumption over the last decade has risen and the trade agreed that consumption would continue to increase although the pattern in any one year could still be highly erratic. Estimates of expected growth up to the middle 1980s varied but averaged out at between 4 and 5 per cent a year. The proviso was added that these estimates were only valid as long as excise duty or VAT were not altered significantly, or the current recession too prolonged.

### The 'dark' and 'white' rum markets

Within the UK, trade is dominated by a small number of brands, indeed, 12 brands are estimated to hold some 90 per cent of the market between them. The traditional rum for the UK market used to be a 'dark' rum and 10 of the leading brands are of this type. 'Dark' rums are estimated to hold about 60 per cent of the rum market. Included in this is a small sub-category of 'golden/amber' rums. Today these rums play a very minor role and probably account for no more than 4 per cent of rum sales. Historically they were more important. The trade considers that most consumers do not differentiate this sub-category, and that the distinction would only be made by the more discriminating consumer.

The other two brands are 'white' rums; demand for 'white' rums is a recent phenomenon and growth in the rum market over the last 15 years is largely attributable to the rising popularity of these rums. 'White' rum did not encroach on the 'dark' rum market, but attracted new drinkers and created its own distinct market. By the late 1960s 'white' rum had achieved an appreciable share of the rum market, and is now estimated to hold at least a 40 per cent share of the total sales. Some estimates put it as high as 50 per cent.

Consumption of 'dark' and 'white' rum by region is highly variable. There is a greater demand for 'dark' rum in Scotland, the north of England, the Midlands, and Wales, which together account for around 75 per cent of 'dark' rum sales. Two brands, 'Lamb's Navy' (URM) and 'Captain Morgan' (Seagram) dominate the 'dark' rum market. 'Lamb's Navy', which is considered to be the market leader, is reckoned to be only marginally ahead of 'Captain Morgan' (22 per cent and 21 per cent of the 'dark' rum market respectively). Other brands, while not national brands, have developed large market shares in limited areas. 'Old Vatted Demerara' (George Morton Ltd), with about 8 per cent of the 'dark' rum market is the brand leader in Scotland, and 'Windjammer' (Scottish and Newcastle Breweries Ltd), with about 10 per cent of the 'dark' rum market, is particularly popular in north-east England and to a lesser extent in Scotland.

In comparison 'white' rum is preferred in the south of England and the market is dominated by one brand 'Bacardi', which is estimated to hold around 80 per cent of the market. 'Dry Cane' is the only major competitor and is estimated to hold around 15 per cent of the market.

### 'On' and 'off' sales in rum

Spirits in the UK are sold either for immediate consumption on the premises (public houses, clubs, restaurants), usually by the glass, i.e. 'on' sales, or for consumption at home, by the bottle, i.e. 'off' sales. Over the last decade there has been a marked shift away from 'on' sales to 'off' sales (see Table 2).

Table 2

#### Breakdown between 'on' and 'off' sales of rum to consumers by volume

	1973	1974	1975	1976
Sales of Rum				
Percentage 'on' sales	61.4	59.6	57.8	49.8
Percentage 'off' sales	38.6	40.0	42.2	50.2

Source: Wine and Spirit Association Survey

Although this breakdown is available only from 1973 until 1976, the trade confirmed that the trend towards 'off' sales has continued and now accounts for around 60 per cent of total sales. This switch has occurred for a number of reasons, for example drinking and eating out has become increasingly expensive and more people are entertaining at home. Also supermarkets started to sell wines and spirits and thus encouraged the purchase of spirits for consumption in the home. Sales of spirits via supermarkets have grown to such an extent that, for the more popular spirits, i.e. whisky, gin and vodka, supermarkets have felt it worthwhile to introduce 'own' brands, and one supermarket is known to have introduced an 'own' brand 'white' rum.

Importers thought that growth in 'off' sales would continue to outpace 'on' sales, and thus in the foreseeable future would continue to increase their percentage share of the market.

## IMPORTS OF RUM

Import statistics for rum are broken down by age, i.e. 'not warehoused, or warehoused for less than 3 years' and 'warehoused for more than 3 years'. This division originated because the UK had a minimum age requirement, before consumption was permitted, of 3 years for rum, brandy and whisky. However, as noted previously, lighter rums need less time in casks to reach their optimum age, and in the Finance Act of 1975 the minimum age for rum was reduced to 2 years. In 1973 the UK adopted EC nomenclature and rum statistics were further divided by size of container, i.e. 'less than 2 litres' and 'more than 2 litres'.

Imports give a less reliable indication of trends, and hence future requirements, than consumption. A large proportion of rum is imported ex-still and aged in the UK. The rate of seepage of alcohol through the wood is accordingly lower and, as water is not added until the rum reaches the UK, transport costs are reduced. Rum, because of the minimum age requirement, the time taken by some rums to reach their optimal age, and for operational reasons, is, on average, around 3–4 years old when retailed. Thus importers are buying now against a demand forecast for several years ahead. In the light of actual sales, demand forecasts are modified, and as supplies are contracted on a yearly basis any changes in stock holdings indicated by the reappraisal are made in the following year's imports.

The UK consumption and imports (see Tables 1 and 3) and net imports (derived from Table 3 and Appendix Table A) for 1970 to 1980 are shown diagrammatically in Figure 1. While all three curves show the same underlying pattern, those for imports and net imports are virtually identical in shape. The UK has an important re-export trade and this was remarkably stable between 1970 and 1979 at around 1 million proof gallons a year. In 1980 re-exports rose sharply to just under 1.5 million proof gallons (Appendix Table A). Since the rise in 1980 re-exports will not yet be reflected in import requirements, it can be taken that changes in imports have been the direct result of changes in UK consumption. As can be seen, imports clearly reflect consumption levels but fluctuations are far greater; this is particularly apparent in 1974 and 1975 when imports were at a very high level.

As noted previously, consumption in 1970–74 had been showing a strong upward growth and in response to this, importers had both run down stocks of aged rum and increased imports of ex-still rums. In particular stocks were depleted in 1973 when consumption increased by 33 per cent. Thus in 1974 importers needed to replenish stocks of aged rum, but, much more importantly, were feeling confident that consumption would continue to increase rapidly, and projected future demand on this assumption. Imports were made accordingly, and the assumption that an upward trend in consumption existed was reinforced when in 1974 consumption grew by a further 8 per cent. A further factor contributing to high imports at this time was that Guyana nationalised its rum distilleries and importers, fearing that production might be interrupted and wishing to safeguard supplies, made large purchases.



Table 3

## The United Kingdom: imports of rum, 1970–80

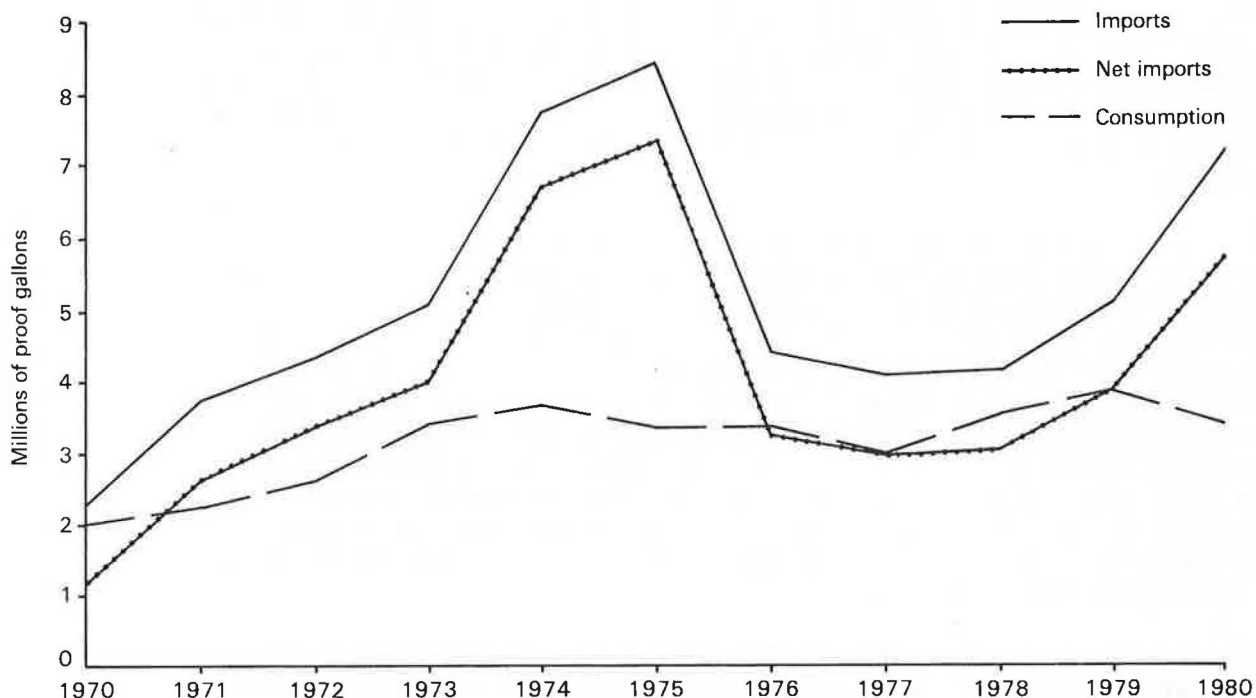
thousand proof gallons

	1970	1971	1972	1973	1974	1975	1976	1977	1978	1979	1980
TOTAL IMPORTS	2 248	3 692	4 307	5 020	7 714	8 338	4 354	4 013	4 075	4 982	6 265
of which from:											
Bahamas	399	589	873	1 245	1 241	1 799	511	910	663	997	914
Barbados	38	68	105	144	197	176	212	402	273	158	344
Guyana	858	1 890	2 173	2 141	4 074	3 657	1 947	890	1 341	1 671	2 424
Jamaica	722	1 034	857	1 006	1 395	1 991	1 298	1 088	979	1 317	1 364
Trinidad and Tobago	45	83	222	333	487	540	379	693	708	740	1 044

Source: HM Customs and Excise

Note: This table is a summary of Appendix tables C and D

**Figure 1**  
UK: imports, net imports and consumption of rum 1970–1980



Source: HM Customs and Excise

As seen, the expected rapid growth in consumption did not materialize, importers found themselves overstocked and quickly cut back on imports to compensate. In fact, from 1976 to 1978 net imports were below consumption levels. The higher imports in 1979 suggest that destocking had finished, and stocks are calculated to have been around three times the yearly consumption (Appendix Table B). In 1980, because of increased imports coupled with a fall in demand, stocks rose to around four times the yearly consumption. It is expected that this rise in stock level would be reflected as lower 1981 imports. Importers said that they experienced no difficulties in obtaining supplies of rum, and any rise in consumption following an upturn in economic activity could easily be accommodated by current suppliers. Indeed present suppliers have excess capacity; their current capacity is estimated at twice the level of demand for their rum (see Table 4).

**Table 4**  
**Estimated capacity and demand for Caribbean rum by main suppliers to the United Kingdom.**

	thousand proof gallons			
	Estimated distillation capacity	Exports, all destinations (a)	Home consumption	Total demand
TOTAL	33 500	8 937	8 000	16 937
of which:				
Bahamas	2 500	2 017	...	...
Barbados	5 000	1 046	...	...
Guyana	8 500	1 849	...	...
Jamaica	9 000	2 179(b)	...	...
Trinidad	6 000	1 790	...	...
St Lucia	2 500	56	...	...

Source: Individual Trade Statistics and *West Indies Chronicle*

Notes: (a) latest available figure  
(b) slight over-estimation, includes small quantities of rum below proof

## SOURCES AND CHARACTERISTICS OF RUM SUPPLIES

### Sources of supplies

The English speaking Caribbean supplies virtually all the UK rum requirements. With the exception of 1977, four countries, in order of importance, Guyana, Jamaica, Bahamas and Trinidad, supplied over 90 per cent of imports (*see* Table 3). The next most important supplier, Barbados, supplies a further 3 to 7 per cent a year, although in 1977 it shipped exceptionally large quantities and accounted for 10 per cent of imports.

Guyana and Jamaica are the traditional suppliers to the UK. Ignoring 1974 and 1975 (the years of exceptionally large imports), the quantities supplied during the closing years of the 1970s were slightly lower for Guyana and slightly higher for Jamaica than for the opening years of the 1970s. In 1974 and 1975 Guyana and Jamaica virtually doubled exports but, with consumption falling, importers were heavily overstocked and the low level of imports from these two countries in 1976–78 reflected the running down of stocks by importers. The rise in imports in 1979 probably signifies that stocks had been reduced sufficiently and imports rose again in 1980. Unlike other Caribbean countries, which have completed the switch from pot-still distillation to continuous distillation, Guyana and Jamaica still use both processes; nevertheless, continuous distillation is more commonplace and accounts for the greater share of exports.

Of the other two major suppliers, the Bahamas exported slightly more at the end of the 1970s than at the beginning, and Trinidad exported considerably more. Indeed in the 10 years 1970 to 1979 exports from Trinidad fell in only one year, (1976), and by 1979, at 740 287 proof gallons, were over sixteen times greater than in 1970. In both cases the growth is attributable to 'Bacardi' which, for the UK market, is now a blend of rum from the Bahamas and Trinidad.

The Bacardi company originated in Cuba but subsequently left and set up a facility in Puerto Rico to supply its major market, the USA. In the 1960s the company started production in the Bahamas where it could get Commonwealth preference, and later also set up in Trinidad. All rum coming from the Bahamas is 'Bacardi' rum. From an examination of trade statistics it can be seen that rum from the Bahamas always commands a much higher price than rum from other sources (*see* Table 5). Assuming a similar pricing policy is used by the Bacardi company for rum from Trinidad it appears that the company started exporting from Trinidad in the middle 1970s; a study of monthly UK import statistics suggests that this rum accounted for nearly 90 per cent of Trinidad's exports to the UK in 1979.

### Age and proof of rum when imported

In the UK trade statistics the number of proof gallons and the weight of rum imported are given and from these it is possible to calculate alcohol as a percentage by weight. While this may not give an entirely accurate figure because of rounding etc. it does show that rums from Jamaica, Guyana and Barbados, the countries known predominantly to export ex-still, have a high percentage of alcohol by weight whereas those from the Bahamas and Trinidad have a much lower percentage of alcohol by weight. Thus it is assumed that rum from the Bahamas and Trinidad has been diluted before it is exported, presumably in order to age it.

With the reduction of the minimum age in 1975 it is now no longer possible to distinguish between rum that has been purchased ex-still and rum that can legally be consumed immediately. Before 1975 rum that had been 'warehoused for more than 3 years' came predominantly from the Bahamas (between 0.8 and 1 million proof gallons a year) with smaller quantities from Trinidad (0.2 million proof gallons a year) (Appendix Table C). Since 1975 only Trinidad has continued to ship significant quantities of rum over three years old, (between 0.1 and 0.2 million proof gallons a year). As 'Bacardi' is a 'white' rum it should need only 1 to 2 years to reach its optimum age and hence before 1975 was probably being imported already aged. With the reduction of the minimum age to 2 years the Bacardi Company.

Table 5

Unit prices of rum 1970–80 (shipped in bulk)

£ per proof gallon, c.i.f.

		1970 <sup>(a)</sup>	1971 <sup>(a)</sup>	1972 <sup>(a)</sup>	1973	1974	1975	1976	1977	1978	1979	1980
Bahamas	(b)	3.5	3.3	3.2	3.2	3.6	3.7	...	5.1	...	...	...
	(c)	...	...	3.2	3.0	3.6	3.6	4.2	5.1	5.0	6.3	7.4
Guyana	(b)	0.7	0.7	...	0.7	0.7	...	...	...	...	0.4	...
	(c)	0.6	0.6	0.6	0.6	0.7	0.9	1.1	1.5	1.3	1.3	1.6
Jamaica	(b)	1.2	1.0	1.3	1.2	1.1	1.7	...	1.6	1.4	...	1.0
	(c)	0.5	0.5	0.6	0.6	0.8	1.0	1.3	1.4	1.5	1.2	1.3
Trinidad and Tobago	(b)	0.9	1.0	0.9	1.2	1.8	2.8	2.9	4.4	2.1	6.3	1.3
	(c)	0.5	0.5	1.6	0.8	1.0	3.0	3.5	4.2	4.4	5.6	6.8

Source: Calculated from figures published by HM Customs and Excise

Notes: (a) includes small quantities in bottles  
 (b) warehoused 3 years or more  
 (c) not warehoused or warehoused less than 3 years

probably started shipping younger rums and from 1976 onwards virtually all imports from the Bahamas were under the sub-heading 'if not warehoused or warehoused less than 3 years' (Appendix Table D). The same sub-category predominates for imports from Trinidad, which include large quantities of rum for 'Bacardi'. Although the Bacardi Company may have started to age rum in the UK it is more probable that imports are still aged before being shipped to the UK.

#### **Containers for rum**

Since 1973, when the UK adopted EC nomenclature, imports have been divided by size of container and it can be accepted that 'less than 2 litres' is bottled and 'more than 2 litres' is bulk.

#### *Bottles*

Bottles account for less than 5 per cent of imports, mainly because of the extra costs involved, in particular the extra costs of transporting glass and water. Even Trinidad, which exports aged rum (0.1–0.2 million proof gallons a year) exports very little in bottles (3 000 proof gallons a year in recent years).

#### *Bulk*

Virtually all rum is imported in bulk and since 1973, when the breakdown by size was incorporated into UK trade statistics, in only one year, (1973), did bulk account for less than 96 per cent of imports. Rum is transported either in tanks of 4 000 liquid gallons or in cells in tanker ships. Guyana has recently invested in a new terminal to handle tanker ships, and in the UK a bulk terminal installation to receive tanker ships has been built at Liverpool. Jamaica and Barbados still export in tanks. Being able to export by tanker ship gives a country a cost advantage. For example the freight rate per gallon quoted for a tanker ship in mid-1980 was £0.18 compared with £0.30 for a 4 000 gallon tank.

For countries relying on exporting in 4 000 gallon tanks reliability and regularity of ships calling is important. Jamaica, for example, is extremely well served by ships.

### **RE-EXPORTS OF RUM**

As already noted, the UK has an important re-export trade in rum which over the 10 years 1970 to 1979 was remarkably stable at around 1 million proof gallons a year but rose sharply in 1980 to just under 1.5 million proof gallons (Appendix Table A). The UK has re-exported to as many as 117 countries, but, of these, 12 countries normally import 10 000 proof gallons or more a year each, and together account for around 85 per cent of UK re-exports. Throughout the period Canada has been the largest individual country market, despite the fact that over the decade imports showed a downward trend. Re-exports to Canada in any one year have been highly variable ranging from 498 373 proof gallons in 1970 to 181 119 proof gallons in 1978. UK re-exports to the Netherlands have also fallen significantly. Just under two-thirds of these falls were made up by increased re-exports to New Zealand, which rose from 18 507 proof gallons in 1970 to 169 530 proof gallons in 1979, but fell to only 8 000 proof gallons in 1980. Other countries which significantly increased imports from the UK were Japan, the Republic of South Africa and the USA. Re-exports to the Federal Republic of Germany, which had been rising slowly during the decade, increased sharply in 1980, when they nearly tripled compared with the previous year.

Re-exports are divided almost equally between bottles and bulk. As with other spirits, rum brands are international and re-exports in bottles are of branded rums. In addition international brands are exported in bulk and bottled in the importing country. Other bulk re-exports are of rums aged in the UK. In this case re-exports are made either because it is more expedient to obtain supplies from the UK rather than direct, or because, on occasions, extra quantities of a specific rum are needed which can be supplied from stocks held in the UK.

## RUM PRICES

Table 5 shows unit c.i.f. prices in the UK between 1970 and 1980 for the four major suppliers. As has already been noted, rum from the Bahamas (the Bacardi company) has always received the highest price. In the early 1970s Trinidad was receiving a price not dissimilar to Jamaica and Guyana but in 1975 a marked increase occurred and prices rose to be much closer to those received by the Bahamas. This increase in price is probably indicative of when the Bacardi Company started shipping regular large quantities. Prices for Jamaica and Guyana have been similar throughout the decade. Prices for ex-still rum shipped in bulk from these two sources have about doubled during the 1970s, from a c.i.f. unit value of £0.50–0.60 a proof gallon in 1970 to £1.20–1.30 a proof gallon in 1979. At the beginning of 1980 prices for these two countries were still between £1.30 and £1.50 a proof gallon but rose in the second half of 1980 to between £1.70 and £2.10 a proof gallon. A further smaller increase in price occurred in late 1981 when prices rose to between £2.00 and £2.30 a proof gallon. Approximately one-third of the c.i.f. value covers shippage, insurance, and handling margins. With the surplus production capacity that exists, and is likely to continue to exist, only small increases in price are expected by the trade.

## TARIFFS AND FUTURE EC REGULATIONS

### Tariffs

Table 6 shows the rate of duty payable on rum imported into the UK together with the special provisions for rum originating in the African, Caribbean and Pacific States (ACP) and the Overseas Countries and Territories (OCT). ACP and OCT countries are exempt from duty within quotas; the quotas are calculated for each EC member country by taking the highest quantity of rum released from bond imported from ACP and OCT countries within the last three years, and increasing these quantities by 40 per cent a year for the UK, and 18 per cent for other member states. The quotas allocated to the ACP countries and the OCT countries for the UK in 1981/82 are 11 225 000 litres at 100 per cent alcohol (approximately 4 326 000 proof gallons) and 10 000 litres at 100 per cent alcohol (approximately 3 854 proof gallons) respectively. The ACP countries have therefore been given the major share in the UK market; the OCT countries have been given preference in the other EC countries. Essentially the UK could receive all its requirements under the ACP quota and, as seen above, in fact does obtain virtually all its imports from this source. However, this quota has never been fully taken up.

Table 6

### Quotas and rates of duty for imports of rum into the United Kingdom

	CONVENTIONAL	ACP	OCT
QUOTA in litres at 100 per cent alcohol	not applicable	11 225 000 <sup>(a)(b)</sup>	10 000 <sup>(a)</sup>
DUTY Rum in containers holding:			
2 litres or less	1 EUA per litre of alcohol in the spirit + 0.05 EUA per bulk litre	Free within stated quota	Free within stated quota
more than 2 litres	1 EUA per litre of alcohol in the spirit	Free within stated quota	Free within stated quota

Source: HM Customs and Excise

Notes: (a) Quota period is from 1 July 1981 – 30 June 1982  
(b) The benefit of this quota is restricted to goods which go into consumption in the UK, and may be claimed only if goods entered for quota (Customs duty) purposes are at the same time entered for payment of excise duty.

Even though the OCT quota is so much smaller it appears that this has not been taken up either since no OCT country appears as a supplier to the UK. Nevertheless the opportunity for an OCT country to export to the UK is minimal in as much as once duty is payable the product would become uncompetitive with other sources.

### **Future EC regulations**

A barrier to trading with the UK may result from the discussions now being held on an EC proposal for a spirit drinks regulation. Originally discussions on spirit drinks were taken as part of the wider proposal for a regulation on the common organisation of the market in ethyl alcohol of agricultural origin. This proposal was first placed before the EC in 1976 but a regime covering ethyl alcohol is now not expected in the foreseeable future. The EC therefore decided to take up spirit drinks in a different forum and produce a separate regulation. Consultations are taking place with interested parties to explore ways in which the differences between member states, that were seen under the original proposal, might be resolved.

France, via its overseas departments of Martinique, Guadeloupe and Reunion, is the only EC member to produce rum. French rums are pungent and highly flavoured and include a high proportion of pot-still rums. France, wishing to safeguard her industry, pressed for an EC definition based on congenetics (impurities). This definition would have excluded many of the light continuous distillation rums favoured in the UK; in the event, it is now felt that France may be prepared to accept a definition based on origin and raw materials. A further consideration is that the Federal Republic of Germany, the largest European rum consumer, imports rum to blend with home produced potato spirit to make Rumverschnitt. Any description of rum would have to make some special accommodation for this practice.

The outcome of the discussions is still very unclear. Some EC member countries are now proposing that the description of rum should be more liberal and defined in terms of the nature of the product and the raw materials while others are still seeking a description that would include a geographical element.

### **EC enlargement**

A further problem for a supplier wishing to export to the UK is that Spain, whose request for entry to the EC has been accepted, distills rum. Spain already exports small quantities to the EC, though not to the UK; 606 tonnes (approximately 151 000 proof gallons) were exported in 1980. After entry, Spain may increase production and ultimately supply a large percentage of EC requirements. Looking even further into the future Spain might at some stage request protection against imports originating outside the EC.

## **OPPORTUNITIES FOR A NEW SUPPLIER**

Notwithstanding importers expectations that rum consumption will increase, their views on the prospects for a new supplier are extremely discouraging. This is equally true regardless of whether it is proposed to export in bottles or in bulk.

### **Exports in bottles**

Advertising expenditure is considered essential by the UK trade if an established brand is to maintain its market share, let alone increase it. Thus a new supplier must be prepared to promote his product. Table 7 shows expenditure during 1975 to 1980 for the leading brands in the UK.

This expenditure includes only press advertising and thus excludes the major media used, bill posters. In October 1976 Courage was reported to be planning to spend £250 000 in advertising 'Dry Cane' over an unspecified time, and in October 1978 Seagram announced plans to spend £400 000 on the promotion of 'Captain Morgan' during the remaining months of 1978. Rum, like other spirits, is not advertised on television.

Table 7

## Press advertising expenditure

	£ sterling					
	1975	1976	1977	1978	1979	1980
'Dark' rum						
Lamb's Navy	25 000	6 000	1 000	53 000	93 000	118 000
Captain Morgan	25 000	—	34 000	65 000	83 000	57 000
'White' rum						
Bacardi	250 000	360 000	500 000	711 000	644 000	781 000
Dry Cane	110 000	38 000	58 000	...	...	...

Source: Media Advertising Expenditure Ltd

To introduce a new brand two approaches could be used, either the 'drip drip' approach whereby sales are built up very slowly, or taking the market 'head-on'. The former approach would take a very long time and with the level of investment needed to build a distillery, importers thought it would not be financially viable. The second approach needs a high level of expenditure on marketing and advertising. Importers estimate that £2—3 million would be required and, even with this large sum, they thought that the chances of successfully penetrating the market were remote. Small penetration might occur if a brand had a strong following from an ethnic group. For this the brand would need to be well established in the country of origin, and to create sufficient demand in the UK the ethnic group would need to be large. Some such brands are already imported for the larger ethnic groups.

### Exports in bulk

The other possibility for a new supplier is to export in bulk. Already an abundance of spare production capacity exists and, as a consequence importers said that some distilleries were finding it difficult, if not impossible, to sell their product.

Traditional links are strong in the rum trade. Brand leaders in the UK are blends and to retain their market share the rum must be consistent in its characteristics, taste, colour, etc. Thus companies will not alter blends significantly unless forced to. Should this become necessary, importers pointed out that the advantage of a blend is that it has a spread of suppliers which ensures continuity in that, if there is a disruption in supply from one source, the company can switch to other suppliers, and by judicious blending produce an indistinguishable product. To be able to do this importers must know the individual characteristics of rums and hence prefer products with which they are familiar. This is not to say that an importer would not under any circumstances use a new source. Importers might be interested if the product were markedly cheaper than other sources: however, if significant investment were required to develop such a source this is highly unlikely. Alternatively, importers could possibly be interested if a new rum would enhance the product by some unique characteristic(s). Nevertheless, they would need much convincing that it would be worthwhile making the necessary adjustment to blends. Furthermore, the chances of producing a distinctive rum are low, particularly where imported molasses and continuous distillation are used. By using a feedstock common to other producers and continuous distillation a light rum very similar to rums produced elsewhere would result; neutral rums are already produced in large quantities.

Should an importer be prepared to make purchases from a new area these would start on a trial basis of, at most, a few thousand gallons a year for several years. If these trials were successful and regular supplies were wanted contracts would be made on a yearly basis.



### **Imported molasses as a raw material**

New producers relying on imported molasses as the raw material for the production of rum could be particularly at risk. Both the availability of supplies, and prices of the raw material could be volatile and unpredictable. Apart from shortages arising from periodic poor sugar crops, availability could be adversely affected by a number of other factors. Competition with the livestock feed industry, (molasses being an important ingredient in animal feed in some areas), could become more severe; in this respect it is understood that developments in sugar-beet processing in Europe could reduce the proportion of molasses produced there. Use of molasses as a raw material for the production of fuel alcohol to replace fossil fuels is a factor which importers considered could pose significant competition for supplies. Prices of molasses, which are known to have fluctuated widely in the past, are likely to remain volatile and could be forced up if any of the supply or demand factors outlined above were to have a pronounced impact. A sugar-cane producing country would clearly be better placed, if it were expedient to do so, to protect its rum processors against fluctuating or high molasses prices than would a country relying on imports.

## Appendix Table A

### The United Kingdom: re-exports of rum to major importers

	thousand proof gallons										
	1970	1971	1972	1973	1974	1975	1976	1977	1978	1979	1980
<b>TOTAL RE-EXPORTS</b>	<b>1 077</b>	<b>1 135</b>	<b>1 001</b>	<b>1 071</b>	<b>1 043</b>	<b>1 024</b>	<b>1 117</b>	<b>1 100</b>	<b>1 002</b>	<b>1 140</b>	<b>1 440</b>
of which to:											
Major European											
Community Importers	232	257	340	270	247	279	336	365	264	316	611
Belgium/Luxembourg	—	—	10	—	29	32	32	40	35	33	32
Denmark	30	30	29	24	23	23	27	27	14	28	39
Federal Republic of Germany	78	107	128	116	103	105	156	225	124	158	464
Irish Republic	34	28	49	52	49	63	51	51	63	69	53
Netherlands	90	92	124	78	43	55	70	21	29	29	23
Finland	63	57	65	74	107	78	59	73	80	41	68
Canada	498	496	236	242	290	244	324	238	181	268	308
USA	55	78	81	75	80	74	83	65	85	84	159
Japan	21	25	33	56	16	30	40	46	45	53	66
Australia	—	18	28	19	31	17	16	27	21	20	4
New Zealand	19	36	38	58	96	97	96	77	133	170	8
Republic of South Africa	32	23	22	42	39	50	51	51	73	60	147

Source: HM Customs and Excise

## Estimated stocks of rum held in bond in the United Kingdom

	thousand proof gallons										
	1970	1971	1972	1973	1974	1975	1976	1977	1978	1979	1980
TOTAL AVAILABILITY	10 248	10 680	11 371	12 536	15 492	18 700	18 161	17 300	16 992	17 136	18 048
of which:											
Stocks from previous year	8 000 <sup>(a)</sup>	6 988	7 064	7 516	7 778	10 363	13 807	13 287	12 917	12 154	11 783
Imports	2 248	3 692	4 307	5 020	7 714	8 337	4 354	4 013	4 075	4 982	6 265
of which estimated: <sup>(b)</sup>											
Ex-still	1 583	2 792	3 252	3 327	6 027	7 099	3 601	2 604	2 834	3 374	4 361
Warehoused 1 year or more	665	900	1 055	1 693	1 687	1 238	753	1 409	1 241	1 609	1 904
DISPOSALS <sup>(i)</sup>	3 260	3 616	3 855	4 758	5 129	4 893	4 874	4 383	4 838	5 353	5 215
of which:											
Consumption	1 962	2 216	2 565	3 382	3 643	3 327	3 332	2 929	3 456	3 819	3 322
Exports	1 077	1 135	1 001	1 071	1 043	1 024	1 117	1 100	1 002	1 140	1 440
Seepage <sup>(c)</sup>											
of which:											
Ex-still at 5 per cent	79	140	163	166	301	355	180	130	142	169	218
Warehoused at 2 per cent <sup>(d)</sup>	112	91	90	94	95	144	201	184	193	175	177
Losses in blending and bottling at 1 per cent	30	34	36	45	47	43	44	40	45	50	58
CLOSING STOCKS	6 988	7 064	7 516	7 778	10 363	13 807	13 287	12 917	12 154	11 783	12 833

Source: HM Customs and Excise and TPI estimates

Notes: (a) An importer estimated opening stocks at the beginning of the decade at about 4 times consumption.  
 (b) Except for rum from the Bahamas and most of the rum from Trinidad, imports in the category 'not warehoused or warehoused less than 3 years' are assumed to be ex-still. Remaining imports are assumed to have been warehoused for one year or more.  
 (c) Losses calculated on consumption plus exports.  
 (d) [(Stocks and imports warehoused 1 year or more) - (consumption and exports and losses in blending)] x 0.02.  
 (e) *excludes duty-free sales*

## Appendix Table C

### The United Kingdom: imports of rum—warehoused 3 years or more

		thousand proof gallons										
		1970	1971	1972	1973	1974	1975	1976	1977	1978	1979	1980
TOTAL IMPORTS		665	900	1 055	1 693	1 687	1 238	170	372	122	260	176
of which:												
in bulk (a)		...	...	...	1 472	1 547	1 220	135	336	61	165	100
in bottles (b)		...	...	...	220	140	18	34	36	61	95	76
of which from:												
Bahamas	total	399	589	847	1 232	1 135	845	27	173	22	37	4
	of which:											
	in bulk (a)	...	...	...	1 053	1 054	845	—	153	—	—	—
	in bottles (b)	...	...	...	179	81	—	27	50	22	37	4
Barbados	total	33	67	53	34	8	3	3	5	8	21	9
	of which:											
	in bulk (a)	...	...	...	33	5	—	—	—	—	7	—
	in bottles (b)	...	...	...	2	3	3	3	5	8	14	9
Jamaica	total	33	172	24	44	65	33	—	5	34	1	6
	of which:											
	in bulk (a)	...	...	...	37	55	33	—	5	33	—	2
	in bottles (b)	...	...	...	7	10	—	—	—	—	1	4
Trinidad and Tobago	total	16	39	56	219	337	212	137	181	30	153	26
	of which:											
	in bulk (a)	...	...	...	199	336	205	135	178	27	150	22
	in bottles (b)	...	...	...	21	1	7	2	3	3	3	4
Other countries	total	184	32	75	163	143	146	2	8	29	49	131
	of which:											
	in bulk (a)	...	...	...	151	97	137	1	1	—	8	76
	in bottles (b)	...	...	...	12	45	9	2	8	28	41	55

Source: HM Customs and Excise

Notes: (a) in containers of more than 2 litres  
(b) in containers of 2 litres or less

## Appendix Table D

### The United Kingdom: imports of rum—not warehoused or warehoused less than 3 years

thousand proof gallons

	1970	1971	1972	1973	1974	1975	1976	1977	1978	1979	1980
TOTAL IMPORTS	1 583	2 792	3 252	3 327	6 027	7 099	4 184	3 641	3 953	4 722	6 089
of which:											
in bulk (a)	...	...	...	2 791	6 011	7 093	4 176	3 616	3 856	4 634	6 030
in bottles (b)	...	...	...	536	15	6	7	25	97	88	59
of which from:											
Bahamas	—	—	25	12	106	954	483	737	641	960	910
total											
of which:											
in bulk (a)	...	...	...	12	105	954	483	721	608	936	909
in bottles (b)	...	...	...	—	—	1	—	16	33	24	1
Barbados	5	—	52	109	189	173	210	397	265	136	335
total											
of which:											
in bulk (a)	...	...	...	109	189	173	209	397	260	133	327
in bottles (b)	...	...	...	—	—	—	1	—	4	3	8
Guyana	855	1 875	2 173	2 112	4 050	3 657	1 947	890	1 341	1 666	2 424
total											
of which:											
in bulk (a)	...	...	...	1 753	4 044	3 657	1 947	890	1 341	1 666	2 424
in bottles (b)	...	...	...	359	6	—	—	—	—	—	—
Jamaica	690	862	834	962	1 330	1 958	1 298	1 083	945	1 316	1 358
total											
of which:											
in bulk (a)	...	...	...	826	1 330	1 958	1 293	1 080	935	1 310	1 352
in bottles (b)	...	...	...	136	—	—	6	3	10	6	6
Trinidad and Tobago	29	44	166	114	151	328	242	512	679	588	1 018
total											
of which:											
in bulk (a)	...	...	...	73	151	328	242	512	679	587	1 018
in bottles (b)	...	...	...	40	—	—	—	—	—	—	—
Other countries	5	10	2	17	202	29	4	22	83	56	43
total											
of which:											
in bulk (a)	...	...	...	17	192	24	3	16	33	1	—
in bottles (b)	...	...	...	1	10	5	1	6	50	55	43

Source: HM Customs and Excise

Notes: (a) in containers of more than 2 litres  
(b) in containers of 2 litres or less