

France

# RIVIÈRE DU MÂT ARRANGÉ ANANAS CARAMÉLISÉ



## Story

Réunion in the Indian Ocean is an overseas department and region of France, east of Madagascar. The Rivière du Mât distillery is one of the oldest rum distilleries still operating on the island (founded in 1886). The island's volcanic soil and its quality water are well-suited for growing sugarcane and for making rum from its molasses. This rum is flavoured with caramelised pineapple.

## Producer

In 1934, a young Jean Cayard founded La Martiniquaise SA, a French company focused on importing and selling rums. By the 1940s, the company expanded its operations to include sales of cognac, calvados, port wine, Madeira, and other sweet wines. The company experienced significant growth throughout the 20th century and continues under the leadership of Jean-Pierre Cayard, the son of Jean Cayard. Today, La Martiniquaise is the second-largest French group in the spirits industry and ranks among the top 10 globally. The conglomerate's annual turnover exceeds 1 billion euros, encompassing 38 subsidiaries and production facilities, employing over 2,300 people worldwide. Despite its vast scale, La Martiniquaise remains a family-owned business, continuing its legacy as such into the present day."

**COLOR** Amber yellow

**AROMA** Pineapple aromas, fudge and tropical fruit on the nose

**TASTE** This flavoured rum has a sweet taste of ripe pineapple. The caramelised fruit is reminiscent of a tasty dessert

**WINE TYPE** Rums  
**MANUFACTURER** La Martiniquaise  
**ALCOHOL CONTENT** 35%

**PACKAGE SIZE** 6 bottle(s)  
**BOTTLE CLOSING** Natural cork  
**BOTTLE SIZE** 0,7 l  
**PRODUCT NUMBER** 114046

