



RIVIERE
DU MAT

ILE DE LA REUNION

Creator of great
rhums



RÉSERVE



RIVIERE
DU MAT

ILE DE LA REUNION

RHUM
TRADITIONNEL VIEUX

GRANDE
RÉSERVE

La pureté de l'eau des rivières de l'Est,
le savoir-faire de notre atelier
de distillation, l'expérience unique
de notre maître de chai ont contribué
à donner à ce rhum une note
originale et authentique.

PLAN

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RIVIERE DU MÂT

Brand iden



HERITAGE

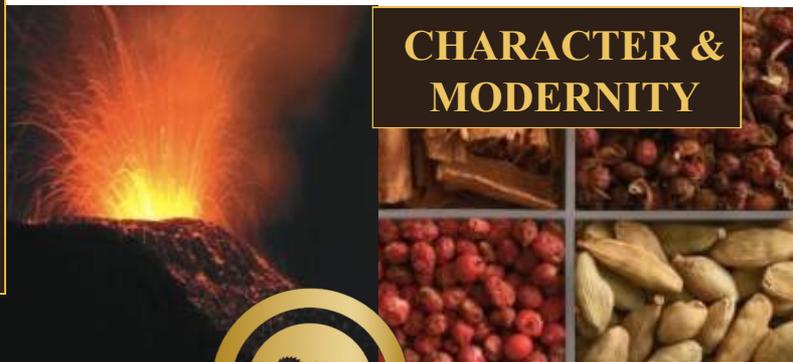


RIVIERE
DU MAT

ILE DE LA REUNION



CHARACTER &
MODERNITY



INNOVATION



RIVIERE DU MÂT



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ILE DE LA REUNION

HERITAGE

- Reunion island is a French island in the Indian Ocean, with a long heritage of sugar cane plantations;
- Rivière du Mât distillery was created in the 18th Century in the village of Rivière du Mât
- Rivière du Mât has a long heritage and traditional know-how in rum elaboration
- The brand symbol: the Tanglier beast represents strength and tradition
- The Circle of the Tangliers gathers rum amateurs and connoisseurs to taste and select the best blends
- The brand is the leading premium rum brand on the local Reunion market.

INNOVATION

- A new approach to ageing inspired by Cognac production methods
- Use of French oak casks exclusively, 2/3 of them are new, use of ex-Cognac casks
- Our motivation to create great rums has been awarded several times at spirit competitions

CHARACTER & MODERNITY

- Close work of the Cellar Master and oenologist to Christian Vergier create the best association of aromas and get complex and intense blends, yet with a very smooth and easy to drink style.
- Elegant and sober packagings
- A modern distillery with a wide ageing cellar– the oldest one in Reunion island and still today 1st rum producer .

THE ICONIC TANGLIER BEAST



THE TANGLIER

A legendary beast inspired by the Tangué (hedgehog) and the Sanglier (boar), the 'Tanglier' symbolizes the alliance of Strength and Tradition. It is a strong and distinctive brand icon, present on all our packagings.

THE 'CIRCLE OF THE TANGLIERS'

Rivière du Mât is supported in its mission of introducing Reunion rum to the widest possible public by the 'Circle of the Tangliers', a group of passionate local rum amateurs and connoisseurs.

The 'Circle of the Tangliers' faithfully uphold Reunion's long tradition of rum.



REUNION

The vibrant island



REUNION ISLAND

The vibrant island,
homeland of French traditional
rums



Rivière du
Mât
Distillery

REUNION: A RICH TERROIR FOR RIVIERE DU MÂT



A LONG-LASTING SUGARCANE TRADITION

Drinks made from sugar cane have formed an important part of Reunion Island's history since the earliest days. Sugar cane was first introduced to the island in 1665 where it adapted perfectly to the soil and climatic conditions. The first inhabitants used to grow cane as a homestead crop for its juice which they drank fermented or even distilled. Today, Reunion is a major French rum-producing region and probably one of the most beautiful islands in the heart of the Indian Ocean.



AMAZING LANDSCAPES FOR INTENSE SENSATIONS

Reunion island is a land of true contrasts, one of the most intriguing spots on earth with an active volcano, the 'Piton de la Fournaise' on its south coast, welcoming beaches in the west, and lots of mountains and forests in between. Adventure activities abound: from hiking unique 'cirques' or canyoning the island's many spectacular waterfalls to diving or surfing in the waters.



THE RICHNESS OF MULTI-CULTURAL INFLUENCES

The expression of culture is a reflection of its inhabitants: crossed and plural, with a combination of French, African, Indian, and Chinese cultures.

RIVIERE DU MÂT

Distillery &
Process



A MODERN DISTILLERY WITH A LARGE RANGE OF RUMS



Rivière du Mât is one of the oldest distilleries in Reunion Island. Created 200 years ago in the town of Rivière du Mât it was transferred to Saint-Benoit in 1984. It is a modern, efficient distillery using state-of-the-art technology.

THE OLDEST DISTILLERY IN REUNION

In Reunion, Rivière du Mât distillery is the Number One rum producer (daily production: 400 Hectoliters of pure alcohol) and exporter (85% of its production).

The molasses used by the distillery come from 2 sugar factories: the 'Gol' and 'Bois-Rouge'. The distillery can work from May to December 24 hours a day, 7 days a week.



It masters every step of the production and offers a large pallet of rums including:

- traditional rums (made from molasses),
- traditional 'agricole' rums (made from first press cane juice) ,
- light rums.

MAKING GREAT RUMS: MASTERING EVERY STEP OF PRODUCTION



The Rivière du Mât delicate and spicy rums are the result of hard Work and ancestral traditional know-how handed down from one generation to another.

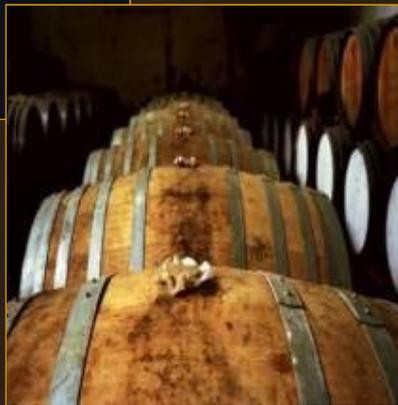
A SELECTIVE DISTILLATION

The distillery still uses open fermentation vats, just as we did in the past, to ensure the best possible development of aromas. Once fermentation has taken place, we proceed to a **'selective distillation'** in order to separate the different aromas with precision and finesse at each step of the distillation process. We use one of the highest distillation columns in the world, which has 66 plates (as opposed to the more usual 20).

As traditional rums, our rums concentrate **230mg of non-alcohol** molecules per HPA (vs 80mg for a classic light Rum), which is a key indicator for aromatic richness and intensity

CAREFULLY SELECTED OAK CASKS

Our old rums are aged exclusively in 400-litre **French oak casks**; 30% of them are new and some of them are ex-Cognac casks. Our rums are not chill-filtered and contain no artificial colourings.



A NEW APPROACH TO AGEING INSPIRED BY COGNAC PRODUCTION METHODS

Our Oenologist and Cellar Master use an innovative ageing technique inspired by the production of Cognac to create intense and complex rums.

Due to a tropical climate accelerating the ageing process, the « angel share » amounts to 7-8% of our rums vs 3% for a Cognac

Rum ageing is made in:

- 400 liter oak casks from the French region of Limousin.
- Total: 1900 casks, 2/3 of them are new

This ageing process involves blending a selection of rums from different casks (French new oak casks and casks in which Cognac has previously been aged). Wood is carefully selected according to origin and grain, then 'fired' by France's best hoopers.

Every year, the various casks are tasted and blended to ensure maximum quality, consistency and the best balance of flavours.

Rivière du Mât is the first distillery in the world to use this ageing technique in the creation of its blended traditional rums hence the Rivière du Mât original and unique style.



RIVIERE DU MÂT

Range &
Positioning



RIVIERE DU MÂT RANGE: ELEGANCE AND RICHNESS

The Rivière du Mât range is **modern, elegant and spicy**, offering the **freshness** truly representative of the unique style of Reunion Island terroir.

Launched 25 years ago, the Rivière du Mât collection stands out through its different and totally modern approach to Reunion rums, overturning established traditions with its revolutionary production and blending methods.

Our Cellar Master explains the Rivière de Mât philosophy behind this range: 'We have married the best of traditional and modern spirit-making techniques to create a varied range of exceptional rums.'

Our rums display a perfect harmony of aromas, thanks to the close work of our Oenologist and Cellar Master in creating 'Great Rhums' from Reunion Island.



RIVIERE DU MÂT

Creator of great rhums



RIVIERE
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ILE DE LA REUNION



RHUM VIEUX



GRANDE RESERVE



XO



MILLESIME 2004

RIVIERE DU MÂT

Segmentation

Very old Rums - More than 5 YO



Old rum
3 YO



CONSUMERS

CONSUMPTION

DISTRIBUTION

Rum connoisseurs,
Single Malt amateurs

Neat or on
the rocks

Selected
top Cigare bars,
premium hotels
and restaurants

Trendy people
with international
way of life

Sophisticated
cocktails

Modern bars &
Urban clubs



RIVIERE
DU MÂT

ILE DE LA REUNION

RIVIERE DU MÂT

Creator of great rhums

- Reunion, a vibrant island in the Indian Ocean with a 350 year-old cane and rum tradition
- A fully-controlled production with a single origin : a “Single Rhum”
- A premium rum collection
- A leading local brand for premium rum
- A very **elegant** style (smoothness and freshness) with intense, **aromatic richness** (spicy, fruity and floral)
- Rivière du Mât, « Creator of great rhums »
 - Use of pure fresh water
 - A very ‘selective distillation’ with one of the highest distillation column in the world; its 66 plates (vs 20 in general) enhance the finest selection of aromas
 - Unique casks selection : only 400L French oak casks from Limousin; 30% of them are new.
 - Innovative ageing techniques inspired by the Cognac expertise



RIVIERE DU MÂT

Product

sheets





**RIVIERE
DU MAT**

ILE DE LA REUNION

OLD TRADITIONAL RUM

Traditional Rum

T.A.V. 45 % alc./vol.

Aged in oak casks for 3 to 5 years (Blend)

Capacity 70cl



Colour: It has the deep colour of straw, with golden impressions.
Presence of legs in the glass.

Nose: The first nose is dominated by dry fruit and wooden flavours.

Palate: The mouth is tonic. Secondary flavours are mineral and fruity.

Final: Good aromatic persistence dominated by fruity notes.

Conclusion: This rum has franc and original aromatic characteristics.
It can be tasted at the beginning or at the end of the meal.



RIVIERE
DU MAT

ILE DE LA REUNION



GRANDE RÉSERVE

Traditional Rum

T.A.V. 40 % alc./vol.

Aged in oak casks for a minimum of 5 years (Blend)

Capacity 70cl



Colour: Golden colour with « vieil or » glints.

Nose: The nose is complex and mainly dominated by flower and fruit notes.

Palate: The mouth is rich, well-structured and flexible. Flavours of dry fruit, spices and flowers.

Final: A powerful long-lasting final, dominated by spicy flavours of grey pepper and nutmeg.

Conclusion: This rum is a reference : powerful, rich, aromatic and well-structured. It has to be kept for special occasions!



EXTRA OLD Traditional Rum XO

Traditional Rum



T.A.V. 42 % alc./vol.

Blend of 5 different rums aged in oak casks for a minimum of 6 years - Average age: 8 years old

Capacity 70cl

Colour : Golden colour with elegant mahogany tree glints. Presence of legs in the glass.

Nose : Powerful and flavoured. First nose is marked by aromas of flower and dry fruit. After ventilation slight wooden notes appear, melting with Havana cigar notes, ending on a long and delicate final.

Palate : The palate is at the same time, smooth, dense and sensual. Subtle notes of jammy fruit, gingerbread, black pepper and hot pepper.

Conclusion : Rich, well-balanced and powerful rum. A model of complexity and elegance...



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VINTAGE 2004

Traditional Rum

T.A.V. 43 % alc./vol.

Aged in oak casks with a double maturation in former vintage porto casks for some of the rums (30%)

Made from a single distillation and a single vintage

Capacity 70cl

Colour : Golden colour with mahogany tree hints.

Nose : Marked by aromas of jammy red fruits associated with delicate wooden notes. Once aerated, it reveals gingerbread tones combined with delicate scents of mild tobacco and shades of cherry macerated in eau-de-vie.

Palate : The palate is rich, powerful and smooth at the same time. It beautifully combines spiced, fruity and fresh notes.

Final : A very nice and lingering finish dominated by red fruits, gingerbread flavours and original vegetal hints.

Conclusion : Rivière du Mât Vintage 2004 has a unique charm and combines perfect smoothness with aromatic intensity.

