



NATIONAL RUMS *of* **JAMAICA LIMITED**

For Immediate Release
Friday October 4, 2024

National Rums of Jamaica Expresses Deep Concern Over Geographical Indication Ruling

National Rums of Jamaica (NRJ) is deeply concerned about the recent ruling by the Jamaica Intellectual Property Office (JIPO) regarding the rectification of the protected geographical indication "Jamaica Rum."

This ruling introduces new regulations on the ageing process, the use of water sources, and other production standards, which may alter how Jamaican Rum is produced and marketed. This decision could have significant consequences for NRJ, the Jamaican rum industry, and the broader economy.

As stewards of rum production in Clarendon and Long Pond since 1753, we are committed to preserving Jamaican Rum's authenticity and heritage. We are currently reviewing all available options and will determine the appropriate course of action to protect our longstanding rum traditions and ensure the future sustainability of this important industry.

We remain dedicated to safeguarding the legacy and quality of Jamaican Rum for generations to come and to protecting Jamaica's deeply rooted rum traditions.

###

For More Information :
Lyndsey McDonnough
876-895-5264
lyndsey@marketmeja.com