

Benjamin Jones of Spiribam Fine Rums to be Featured on CUTV News Radio

WAKEFIELD, RHODE ISLAND, UNITED STATES, January 24, 2018

[/EINPresswire.com/](http://EINPresswire.com/) -- Ever wondered how and where rum is produced? Which rum is best paired with your dinner menu or favorite cigar? What rum might be velvety and delicious when its sipped like a cognac? One man holds the answer: Benjamin Jones of Spiribam.

Spiribam is the umbrella over its respective world-class distilleries in Martinique and Saint Lucia, which has organized its own direct route-to-market operations in North America, led by Ben--including importation, distribution, and marketing of its proprietary spirit brands: Rhum Clément, Rhum J.M, Chairman's Reserve Rum, Bounty Rum, & Admiral Rodney.

Ben launched a career in the wine and spirits industry shortly after graduating from college. While he was developing significant expertise, he had yet to find his passion. When one of his uncles suggested he import the family brand, Rhum Clément, from the historic French island of Martinique, new ideas and passion arose.



The company's roots are in Rhum Agricole with its two patron brands, Rhum Clément and Rhum J.M. These two distilleries are harvesting estate-grown sugar cane which then becomes distilled into rum, or as they spell it in Martinique's native French "rhum." Rhum Clément has evolved greatly since 1887 when Ben's great uncle, Homère Clément, founded the distillery. Today, they are known for world-class products and as the only one to take it full circle.

Spiribam Helps Rum Achieve Its True Status! Rum was often viewed as a party drink and about 85% of the rums marketed here in America retail for \$20 a bottle or less. Spiribam is a leading gamechanger in the market. Ben cites rum as the number-three-category of spirits (after vodka and whiskey) and is proud to help bring this category to its prime, offering better quality products for the American spirits enthusiast.

Spiribam's classy rums put the island of Martinique on the map, much in the way Champagne did for France. The company also owns a distillery in Saint Lucia and has established an identity for Saint Lucian rum in the United States. Ben is quite excited about the spiced rums of Saint Lucia, because

of their authenticity: Chairman's Reserve Spiced Rum bursts with aromas and flavors from local ingredients and fine craftsmanship, elevating the status of spiced rum to that of a distinctive botanical gin, such as Hendrick's.

Ben and his team (both back-home and in the US) work tirelessly for their brands, educating the public at any chance about rum, and sharing or creating novel experiences for people with rum. They host special events and tastings. They support distributors and inform users. "Nobody does this better than us, and nobody knows it like we do."

CUTV News will spotlight Benjamin Jones and Spiribam in an interview with Doug Llewelyn on January 26th at 2:00pm EST.

Listen to the show on Blog Talk Radio.

If you have questions for our guest, you may email Ben at: Ben.Jones@Spiribam.com

For more information, you can also visit <https://www.Spiribam.com>

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