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Venezuelan Rum To Be Distributed By British Firm United Distillers

by Barbara Khol

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On Aug. 15, Christopher Stokes, manager of the British firm United Distillers for Venezuela, Colombia and the Dutch Antilles, told reporters that under a new contract the company plans to market Venezuelan rum throughout the world. United Distillers acquired controlling stock in the Industrias Pampero, one of Venezuela's largest liquor companies. Venezuelan rum is exported to Spain, the US, Mexico, Greece, Peru and Japan. Pampero's installed production capacity is 4.5 million cases of rum per year. Daily output capacity is 65,000 liters of anhydrous alcohol, and warehouse capacity comes to 99 million liters of rum. United Distillers controls over 40% of global whisky trade, and close to 83% of the Venezuelan market. Venezuelan annual liquor consumption surpasses 12 million cases, of which 6.5 million are rum, and 1.2 million, whisky. In addition, beer consumption per annum comes to 1.2 billion liters. (Basic data from AFP, 08/15/91)

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