

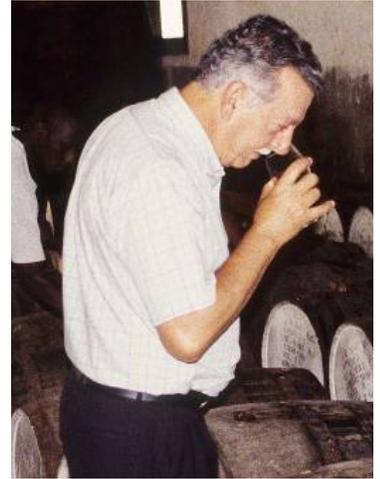


**Michael Delevante**  
**The Rum Doctor**  
Consulting Distiller

## Who is ‘The Rum Doctor’?

Michael Delevante’s distilling career began in Jamaica at the home of Appleton Estate Jamaica Rum. Michael was appointed to the position of Distillery Manager, and in this position he not only oversaw the distillation of all Appleton Estate Jamaica Rum marques, but also put his engineering degree to work designing equipment for the Estate’s distillery.

Michael’s knowledge of all things related to rum and spirits is extensive. His passion for the industry led him to write a book on the subject, “Spirits in the Making”.



## How does ‘The Rum Doctor’ operate?

Not just a technical wizard, Michael’s knowledge of all things related to rum and spirits is extensive. Michael’s presentation takes you through the creation of this world famous rum from Jamaica. Starting in the sugar cane fields at the Appleton Estate, he will take you through each of the steps in Appleton Estate Jamaica Rum’s unique manufacturing process.



His presentation culminates with the opportunity to “climb the Appleton Jamaica Rum Ladder”. Appleton is the only rum range that boasts such a wide variety of styles of premium-aged rums and Michael will guide you through the flight, highlighting the unique character, flavour and bouquet of, and the perfect cocktails for, each of our Appleton Estate Jamaica Rum brands.

Michael’s friendly, approachable manner and sharp wit combined with a natural teaching ability makes his seminars truly unique, and adaptable to his audience. As you may guess, the “Rum Doctor” makes memorable house calls.

## Why request a house call from ‘The Rum Doctor’?

The combination of Michael’s fun, spirited, teaching manner, and incomparable knowledge of rum, make it virtually impossible not to become fully engaged in his seminars, creating a mini rum-aficionado out of any attendee.

1. For staff and management this is a sure fire way to increase sales, and thus profitability, of higher margin products.
2. For customers it provides the opportunity to educate and reward your best customers with a unique, enlightening experience.

