SYTYK

Captain Morgan

TRUE STORIES OF FANTASTIC RUM

Captain Morgan is one of the most beloved and instantly recognizable brands in the world, and his swashbuckling spirit has turned the rum that bears his name into a cocktail staple throughout the seven seas.

How much do you know about this iconic brand and the stories behind it? Read on to find out!

BLENDING IN, STANDING OUT

Traditional distillers in Jamaica and the Caribbean are known for aging their rums to create a richer, darker spirit. In Cuba and Puerto Rico, however, the preferred style of rum involves a very short aging period to produce a subtler, more refreshing white rum. Captain Morgan blends some of the region's finest rums to create the smooth, enjoyable spirit that anchors all sorts of cocktails.

HEALTH-CONSCIOUS COCKTAILS

Captain Morgan Original Spiced Rum clocks in at 75 calories per serving, which is surprising considering the outsized role of sugar in its production. Being so light on calories makes Captain Morgan ideal for creating cocktails with a lighter feel and a lighter touch for those counting calories.



75 calories



KEEPING IT REAL

If you're lucky enough to enjoy an in-person event with Captain Morgan and his Morganettes, you're in for a real treat. The real Captain, Sir Henry Morgan, has no real connection to the brand, and was by all accounts far less fun to party with as he was considered a pretty ruthless pirate.

COLUMN DISTILLED, BARREL AGED

While some rum distillers utilize pot-distillation methods, Captain Morgan goes with a column-distilled approach to strip away any impurities. Then the clear spirit is aged in oak barrels for up to a year to add character and color before additional spices are added.

THE FACE THAT LAUNCHED A THOUSAND SHIPS

The jovial Captain Morgan we all know and love is largely the creation of Hugo Award-winning cartoonist Don Maitz, who was tapped to create the iconic vision of the Captain shortly after the U.S. launch of Captain Morgan Rum in 1982.



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