

HABITATION VELIER

The House of Pure Single Rums





THE HOUSE OF PURE SINGLE RUM

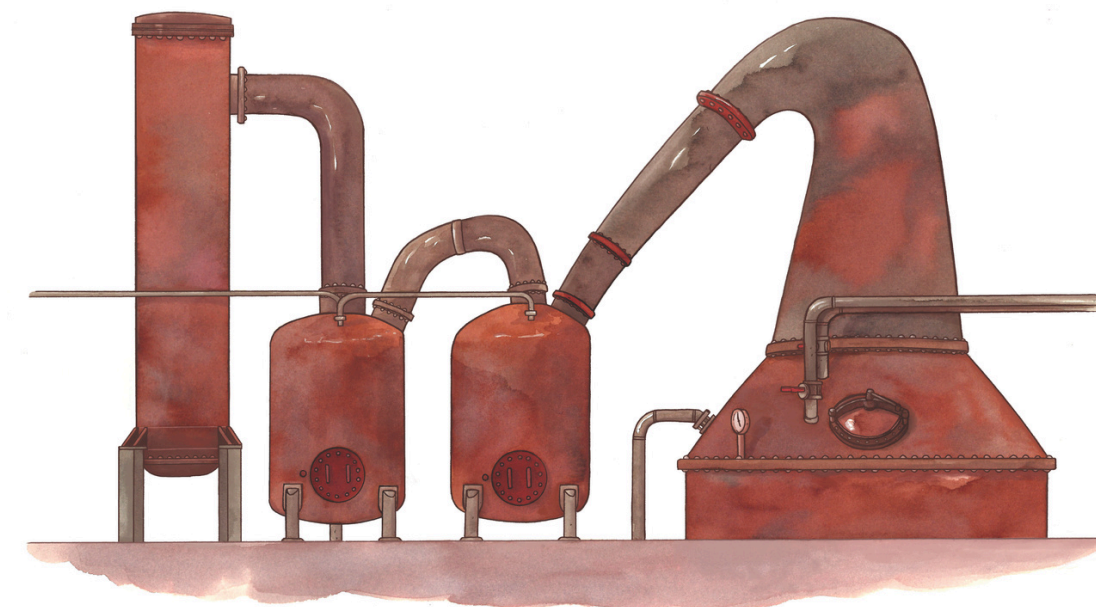
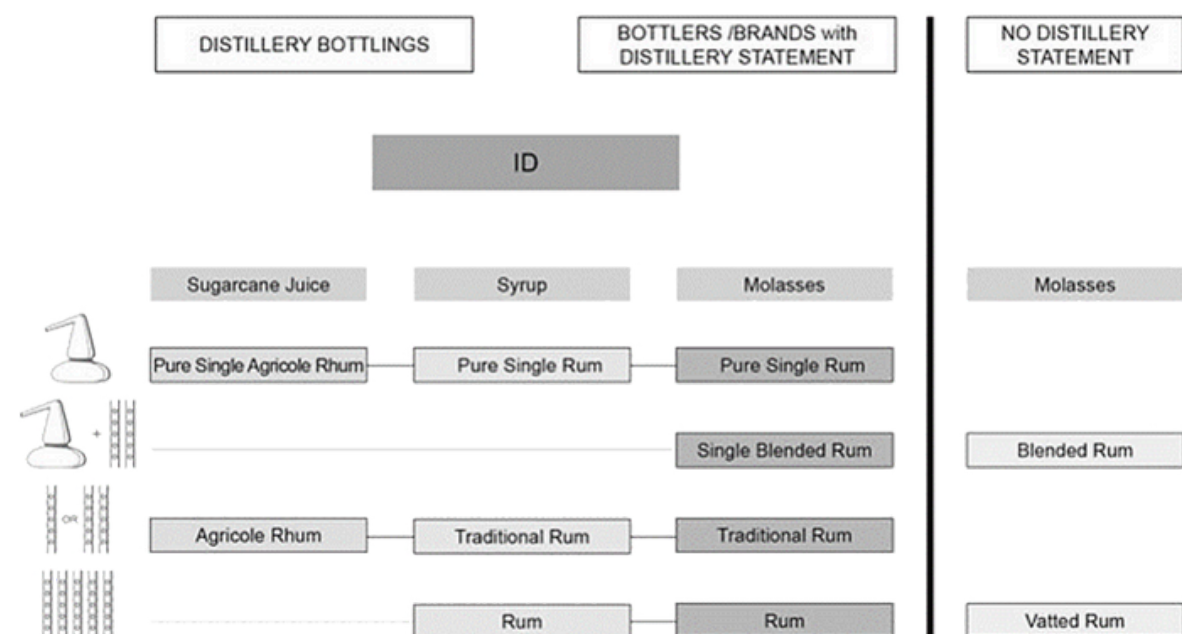
Habitation Velier is a co-bottling project featuring exclusive bottlings created in 2015 through partnership with some of the best rum producers in the world. A cornerstone of Italy's "Dependent Bottler" Velier, the range focuses on 100% pot still rums which are entirely aged in (often tropical) conditions of the distillery. Serving as a didactic research project into the depths of pot still distillation, Habitation Velier creates awareness of stylistic differences between types of pot stills, distillery styles, regionality and specific production methods of the liquid.

Habitation Velier is bottled at full or high strength with no sugar, coloring or additives.

Welcome to the House of Pure Single Rum.

GARGANO CLASSIFICATION

Gargano Classification of Rum



The classification is built on two key terms: "Pure," which signifies a rum that is 100% pot-stilled, and "Single," which indicates that all the rum was produced at a single distillery. This provides a clear, production-focused language for consumers.

In the complex and often opaque world of rum, a new, production-based classification system is gaining traction. Created in 2015 by Luca Gargano, the CEO of the Italian rum distributor Velier, with the help of master distiller Richard Seale of Foursquare Distillery, the "Gargano Classification" offers a forward-thinking approach to categorizing rum. Inspired by the schema used for Scotch whisky, this system aims to move beyond traditional categories like color or colonial styles to provide a more transparent and educational framework for enthusiasts and newcomers alike.

The core purpose of the system is to distinguish between "craft rums"—those rich in substances other than alcohol—and "industrial rums," which are primarily composed of ethanol. It organizes rums into precise categories based on their distillation method and raw materials.

Rum can be made from three raw materials: Sugarcane Juice, Syrup or - like most of the world's rum - from Molasses. These three raw materials can be processed in four broad stroke ways. This guideline seeks to create an understanding among consumers from novice to enthusiast to understand the wide diversity of the spirit based on the cross-section of raw material and production method alone. Other factors not mentioned add depth beyond this basic structure, such as fermentation and aging.

1. Pure Single Rum: This category is reserved for rums produced from molasses and distilled using a 100% batch pot still method.
2. Pure Single Agricole Rhum: This is a distinct category for rum that is made from pure cane juice and is 100% distilled in a batch pot still system.
3. Single Blended Rum: A unique category for spirits that are a blend of 100% traditional column-distilled and pot-stilled rums, all originating from a single distillery.
4. Traditional Rum: This refers to rum that is made exclusively from traditional column still distillation.
5. Modern Rum: This category includes rums that are produced using modern or industrial multi-column distillation processes.

By focusing on how a rum is made, the Gargano Classification helps consumers, from novices to experts, gain a deeper understanding of the spirit. Its adoption by brands and venues, such as the Seattle bar Rumba, which added a Gargano breakdown to its rum list, is a testament to its potential to change how rum is understood and appreciated. It provides a powerful framework for discerning the key differences between high-quality, craft rum and more mainstream products.

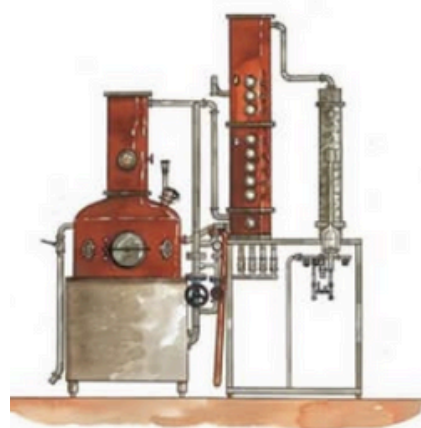
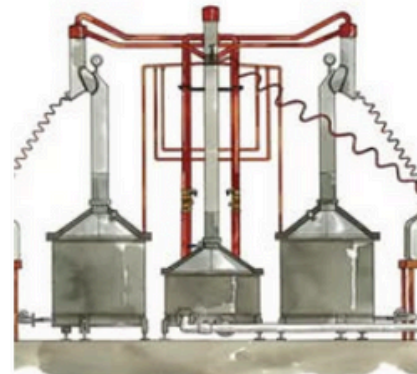
PURE SINGLE RUM

The core philosophy behind Habitation Velier is to raise awareness in the rum market about the critical importance of the distillation process and other production methods, from the raw material to distillation. Founded on the principles of the Gargano Classification, the Habitation Velier range exclusively features "Pure Single Rums," a category for rums made from a single distillery using a 100% pot still distillation method. This is analogous to the "Single Malt" designation in Scotch whisky.

Key Characteristics and Releases:

- **Production Focus:** Habitation Velier is centered on transparency. Its labels include technical information, such as the type of pot still used, the quantity of non-alcoholic aromatic substances (congeners), and the distillery's specific "marks" that identify its style.
- **Aged and Unaged Rums:** Both unaged and aged rums are offered in Habitation Velier releases. The aged rums are matured entirely in the original distillery (often tropical) climate, where a high angel's share of over 8% per year leads to accelerated natural aging.
- **"World Première" Releases:** Every rum released under the Habitation Velier name is considered a unique, original project, often a "world première" for that particular distillery.
- **Collaborating Distilleries:** Habitation Velier has collaborated with 11 different distilleries to date, including renowned names such as Hampden Estate and Worthy Park from Jamaica, Port Mourant from Guyana, Providence from Haiti.

Habitation Velier's mission is to showcase the purest expression of sugarcane and its derivatives, offering a new generation of spirits for enthusiasts and mixologists. An educational tool, Habitation Velier deepens the understanding of what high-quality, craft rum truly can be.



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2025 Release





2025 Releases

SAVANNA HERR

Habitation Velier Savanna HERR rum stands out as a unique and highly prized expression from the Savanna distillery on Reunion Island.

HERR is an acronym coined by Savanna itself, meaning "High Ester Rum Reunion." This immediately signals its defining characteristic: an exceptionally high concentration of esters, which contribute to intense fruity and funky aromas.

Unlike some of Savanna's other offerings, HERR is produced from molasses (sourced from the Bois Rouge sugar factory) and is double distilled in a pot still, a method that captures more aromatic compounds. The production then involves a uniquely long fermentation process (typically 5-11 days) and utilizes specific bacterial cultures, added to the molasses wash (often with vinasse), to cultivate the high ester profile.

Sought after by rum enthusiasts and collectors for its distinctive character, Habitation Velier Savanna HERR is bottled unaged at a high proof of 62% abv. in 700 ml.

Nose: Ample and deep. Freshly pressed cane sugar opens the bouquet with honey, heady florals, citrus spices and mint.

Palate: Rich and generous. A bold, immediate attack centered on sugarcane. The profile unfolds with dark fruits, floral touches, black pepper, and lemon.

Finish: Long and silky. Apricot resurfaces, echoing the nose, with a deep aromatic reprise. The retro nasal finish reveals artichoke heart, almond milk, and cinnamon. The empty glass is refreshingly fruity and floral with subtle vanilla.



2025 Releases

RENEGADE

This expression of Renegade represents the first time Habitation Velier has bottled an unaged rum from the now closed Renegade distillery in Grenada.

Since its creation in 2020, Renegade has focused on terroir. Each cuvée is made from a single variety of sugarcane, grown on a specific plot of land. These rums highlight a unique terroir and benefit from a single type of distillation.

Situated on a flood plain between two small rivers, the area benefits from sedimentary soil and a high water table, producing lush cane. This version is made from the Cain sugarcane variety grown on Old Bacolet, a windswept farm located on the south coast of Grenada.

Bottled at 55% in 750 ml, this release has a congener content of 328.1 gr/hlpa.

TASTING NOTES

Nose : Luminous and fresh, with juicy cane, green mango, and dry hay, accented by acidity and floral notes.

Palate : Taut and herbaceous, featuring green apple skin, tarragon, and white pepper, with a lively, balanced texture.

Finish : Long, saline, and mineral, with spicy hints of cardamom and makrut lime, leaving a lasting freshness.



2025 Releases

MHOBA

This is the first time that Habitation Velier has bottled an unaged rum from the Mhoba distillery in South Africa. This rum is made from pure N49 + N57 cane juice, both local varieties that grow in the Mpumalanga River Valley, in the northeast of the country where the distillery is located. The cane juice comes from freshly cut cane which is organically grown and manually pressed in a handmade press.

This blend showcases a dual fermentation process: the primary component undergoes a long 28-day wild fermentation using pressed cane juice and dunder from previous distillations. Additionally, a smaller portion of the blend is produced through a 14 day wild, open air fermentation process with a higher organic content, creating a distinctive profile.

After distillation in custom-made stills crafted by the master distiller himself, the new-make is collected in small fractions or separate cuts, and the finest cuts are then blended.

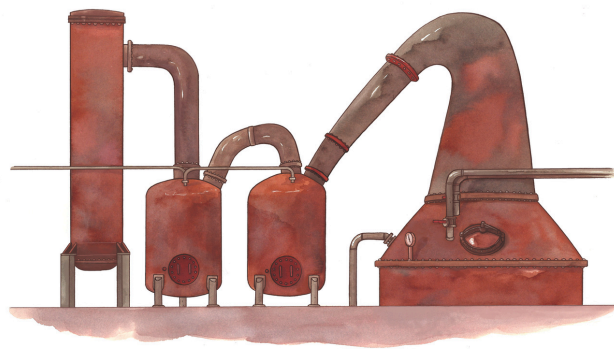
Bottled unaged in 700 ml at 62% abv with a congener content of 3019.7 g/hlpa.

TASTING NOTES

Nose: Bold and intense. The initial notes reveal a typical fermenting richness, marked by aromas of black olive and varnish.

Palate: Concentrated and explosive. The texture is ample, driven by flavors of muscovado sugar and ripe banana. The aromatic intensity quickly sets in, showing remarkable persistence.

Finish: Long and expressive. Slightly smoky notes blend with a hint of zesty citrus, bringing freshness and relief.



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