

**FOR IMMEDIATE RELEASE**

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## **BOSTON'S RUMBA ADDS 100<sup>TH</sup> RUM TO MENU**

### ***New Rum-based Summer Cocktails Launch; Free Tastings at Celebration Party***

**BOSTON** - (May 26, 2008) –RumBa, Boston's popular rum and champagne bar located in the InterContinental Boston, adds Ragged Mountain Rum, distilled in the Berkshire Mountains of Mass., as its 100<sup>th</sup> rum. Ragged Mountain Rum, established in 2007, is hand-crafted in small batches at this, the first legal distillery in the Berkshires since prohibition. RumBa (a Bostonian's classic pronunciation of "Rum Bar" with the 'r' in 'Bar' being silent) pays tribute to the legends and lore of New England's historic rum trade period and covers the spectrum from vintage sipping rums to great base mixers for signature cocktails.

The earliest reports of rum distilling in New England date back to 1684 (Providence, RI), but not until the first few years of the 18<sup>th</sup>-century did colonial rum hit its stride. By 1717, Massachusetts was producing 200,000 gallons of rum each year during which time Boston had more than 25 distilleries. By 1770, New Englanders were importing some 6.5 million gallons of molasses from the islands and made 5 million gallons of rum.

**To celebrate its 100<sup>th</sup> rum addition, RumBa will be hosting a series of events on Sat., May 30, from 7 p.m. to last call at 1:15 a.m.** Open to the public beginning at 7 p.m., complimentary appetizers will be passed in RumBa. From 8 - 11 p.m., complimentary tastings of Ragged Mountain Rum will be served. And also during that time, to experience additional rums, guests can purchase a "Rum Passport" for \$20.00 which will allow them to sample 15+ rums from around the world. From 9 p.m. - 1 a.m., RumBa will feature an ice bar that will feature 10-Cane Champagne Mojitos (for purchase) and a DJ featuring 'Request Night' will be situated in lower RumBa in the lobby of InterContinental Boston.

RumBa's extensive array of rums have been sourced from many cane-growing countries including Anguilla, Antigua, Barbados, Bermuda, Dominican Republic, Jamaica, Haiti, Martinique, Puerto Rico, St. Kitts, Virgin Islands and Trinidad & Tobago in addition to non-traditional rum producing countries such as Austria, India, Nicaragua, Columbia, Panama and Venezuela.

RumBa offers an array of signature rum cocktails, a successful result from partnering with world renowned mixologist Francesco Lafranconi of *Southern Wine and Spirit*. For the summer, new cocktails include:

- **RUMBA RUM PUNCH**

*Ragged Mountain Rum & Coconut Rum, Bacardi Light Rum, Orange & Pineapple juice, splash of Cherry syrup.  
Glass/14 Pitcher/50*

- more -

## RumBa Adds 100<sup>th</sup> Rum/2

- **VINTAGE HAND-SHAKEN DAIQUIRI**

*Bacardi Light Rum, fresh Lime juice & Sugar. Served over crushed ice. 12*

- **RUM COSMO**

*A rum twist to the traditional Cosmopolitan made with Don Q Limon Rum from Puerto Rico. 14*

And for an 'over the top' rum cocktail...

- **GOLDEN FIZZ**

*Hennessy Paradis, Grand Marnier 150, Angostura, Dom Perignon, 1998 sprinkled with 23 karat gold 275*

RumBa extensive list of sipping rums range from \$8 for the Lemon Hart Demerara from Guyana, to \$120 for a taste of one the oldest commissioned rums in the world, the British Royal Navy Imperial Rum from Jamaica. The pot-stilled spirit is deep mahogany colored after a few decades within American oak casks and like no other found anywhere in the world.

RumBa Rum & Champagne Bar is located at 510 Atlantic Avenue (on the ground floor/waterfront side of the InterContinental Boston). RumBa is open daily from 11:00 a.m. - 2:00 a.m., serving last call at 1:15 a.m. RumBa was voted 'Best Hotel Bar 2008' by *Improper Bostonian*, July 2008 and 'Best of the New 2007' by *Boston Globe Magazine*, January 2008.

### **About the InterContinental Boston**

InterContinental Boston, which opened in November 2006, is located at 510 Atlantic Ave. on Boston's historic waterfront in the heart of the city's financial district and just ten minutes from Logan International Airport. This AAA Four Diamond luxury 424-room hotel is the first InterContinental hotel in New England and offers a 6,600 sq. ft. spa and health club with indoor pool, *Miel "Brasserie Provençale,"* a Provence-inspired brasserie; *Sushi-Teq,* a sushi and tequila bar and *RumBa,* a rum and champagne bar. The hotel also offers 32,000 sq. ft. of meeting/function space, including the largest ballroom in downtown Boston. InterContinental Boston has been named one of ten "Best New Business Hotels of 2006" by *Forbes.com,* voted Best of Boston 2007 as "Best New Hotel" by *Boston Magazine* and was voted among the "2008 Best Business Hotels" in the world by *Fortune* and *Wallpaper* magazines. For more information on the hotel, visit [www.intercontinentalboston.com](http://www.intercontinentalboston.com) and for reservations call 877-747-BOSTON or 617-747-1000.

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