

OUR STORY

Red Mill was born on Sydney Harbour in 1933, the idea of wine-and-spirit merchant George “Bunny” Fesq. His rum became a Sydney staple — by 1950 it was moving 300,000 bottles a year, and a whole generation grew up with the “It’s Your Shout!” posters riding the city’s trains and buses. The label faded after the family sold the brand in 1979, until Bunny’s great-grandson, David Fesq, set out to bring it home. This is our story.

OUR PHILOSOPHY

To us, rum has always meant freedom, made the long way with no compromise — a fine, complex spirit aged across one of Australia’s most unusual barrel halls. Our amaro range carry that spirit into the after-dinner ritual: a rum base married to a carefully chosen botanical bill and a slow maceration, built to be as good neat as it is in a cocktail.

KEY INGREDIENTS

FRESH	Sage.
DRY	Bitter and sweet orange, licorice, chamomile, peppermint, aniseed, cinnamon, clove, juniper, gentian, calendula, saffron, lemon and ruby grapefruit, bay leaf, angelica.

METHOD OF PRODUCTION

An oak-aged rum base showing our RMR DNA of wine- and spirit-aged rums is first blended and brought down to 40% ABV for an initial maceration. Fresh and dry ingredients are added, heavy on alpine botanicals — gentian, juniper, peppermint, aniseed and angelica. A 24–36-month base rum — a blend of ex-wine and ex-spirit barrels — is macerated for a minimum of 60–90 days in stainless steel, then added to a Quarter Cask solera of aged barrels. Filtered fine to 1 then 0.5 microns, dosed and bottled at 27% ABV.

TASTING NOTES

COLOUR	Pale chestnut with a green-gold hue.
NOSE	Crushed pine needles, alpine mint, wormwood, cool menthol and citrus.
PALATE	Bittersweet — gentian and juniper, mountain herbs with a long citrus and bitter-root finish, closing with whispers of calendula and chamomile (a touch of Austria meets Italy, like alpine hills alive with the sound of music).
SERVE	Neat and chilled, on the rocks with a twist of lemon, or in a cocktail — a classic alpine digestivo that works equally well straight from the freezer in a shot glass after a meal.

