

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 amari 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, rosemary, mint, orange zest and fresh QLD pineapple.
DRY	Dried QLD pineapple, dried orange peel, gentian root, fennel seed, allspice and clove.

METHOD OF PRODUCTION

An oak-aged rum base showing our RMR DNA of wine- and spirit-aged rums is first blended. Fresh and dry ingredients are added, heavy on Queensland pineapple with garden herbs and bright citrus. Starting fresh and lively, the rum amaro mellows with time in tank then in oak, developing the light, tropical and herbal tones drawn from its tropical-inspired ingredients. A 36–48-month base rum — a blend of ex-Bordeaux and ex-Bourbon barrels — is brought to 40% ABV and macerated for a minimum of 28 days in stainless steel, then added to a solera of aged ex-Bourbon barrels. Bottled at 27% ABV.

TASTING NOTES

COLOUR	Deep amber with a golden hue.
NOSE	Fresh garden herbs, aniseed and liquorice, pomander and a menthol-herbal lift.
PALATE	Off-dry, bitter twist. Spiced pineapple, dried herbs first garden then herbal, with a baker’s-spice, citrus-driven elegant finish.
SERVE	Neat and chilled, over ice with a slice of orange, or in a cocktail — a classic digestivo that’s equally good as an aperitivo.

