

## **CODERUM MARTINIQUE AT SEATRADE CRUISE GLOBAL 2025: AN EXCEPTIONAL OFFER FOR CRUISE PASSENGERS**

**CODERUM Martinique will participate in Seatrade Cruise Global 2025, taking place in Miami on April 7-8, 2025.** This event will be an opportunity for CODERUM to promote Martinique as a premier destination for cruise passengers who appreciate rum and cultural heritage. The focus will be on the "**Cruise Friendly**" experience, an immersive journey through four iconic sites: **Maison La Mauny, Plantation Trois Rivières, Habitation Clément, and Château Depaz**, where history, culture, and rum-making expertise come to life.

Celebrating its 40th anniversary this year, Seatrade Cruise Global has become a must-attend event for the cruise industry, bringing together key players such as cruise lines, tour operators, and international tourism professionals.

### **A CRUISE FRIENDLY EXPERIENCE AROUND THE WORLD'S ONLY AOC RUM\***



Cruise passengers will have the opportunity to discover the richness of Martinique's AOC rum through a selection of prestigious sites, easily accessible from the island's ports of call.

These visits provide an in-depth look into the rum-making process while also offering insights into Martinique's history and Creole culture.



\* PDO : Protected Designation of Origin

## THE CRUISE FRIENDLY SITES



### MAISON LA MAUNY

#### AN IMMERSIVE AOC RUM EXPERIENCE

Maison La Mauny takes you into the heart of Martinique's AOC agricultural rum production! Visitors will explore the key milestones of this distillery, nestled in the valleys of Rivière-Pilote. Learning about the unique characteristics of this region's terroir, which give Maison La Mauny rums their exceptional aromatic richness.

Guided tours lead visitors through the operational distillery, showcasing each stage of the rum-making process. In the intimate setting of the former estate's gardens, guests will enjoy a tasting of 4 to 5 rum selections. A gourmet food and rum pairing can also be arranged to elevate the experience. An authentic moment where Martinique's heritage takes center stage.

**More info: [maisonlamauny.com](https://maisonlamauny.com)**



### PLANTATION TROIS RIVIÈRES

#### A JOURNEY THROUGH TIME

Step into the world of Trois Rivières by exploring the historic distillery and following the painted leading to its iconic windmill. This enchanting setting highlights the unique terroir of Trois Rivières' pure cane juice rum. Visitors can relax on the boutique's terrace, overlooking the distillery gardens, and take part in a cocktail workshop led by a mixologist.

A masterclass featuring four award-winning vintages and cuvées is also available. For an extra touch of exclusivity, the boutique offers a personalized bottle engraving service.

**More info: [troisrivieresrhum.com](https://troisrivieresrhum.com)**







## CHÂTEAU DEPAZ

### A HISTORIC TREASURE

Nestled at the foot of the majestic Montagne Pelée, Château Depaz offers a unique glimpse into the history and craftsmanship of Martinique's rum-making tradition. Overlooking cane fields and the bay of Saint-Pierre, this iconic site is steeped in history, shaped by the 1902 volcanic eruption. The visitor trail, accessible to all, includes an audio guide available in French and English, unveiling the secrets of rum production from cane fields to aging cellars.

Château Depaz's private bar offers a stunning view of the bay, along with a curated food and rum pairing experience. Independent visitors can explore the distillery at their own pace and visit the Depaz boutique, where all house selections are available for tasting. Le Moulin à Cannes restaurant is also an excellent stop to enjoy refined local cuisine.

**More info: [depaz.fr](http://depaz.fr)**



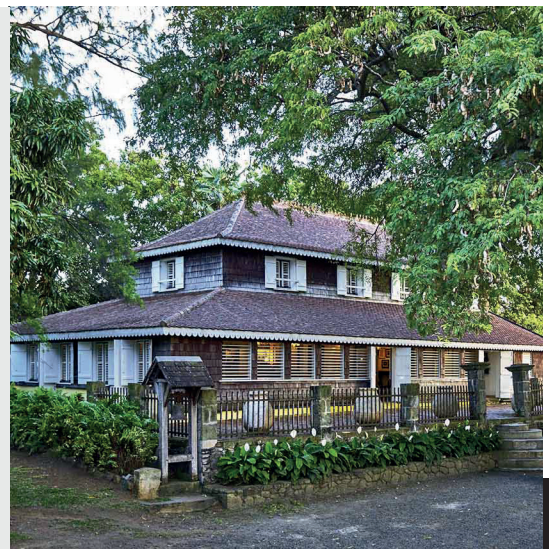
## HABITATION CLÉMENT

### A JOURNEY INTO CREOLE CULTURE

Habitation Clément is a unique site where Creole culture and heritage intertwine with rum-making. The Clément family lived on this estate for nearly a century and played a major role in the development of Martinique's agricultural rums. Today, Clément rums adhere to strict standards and are internationally recognized for their exceptional quality, winning numerous awards.

Cruise passengers can enjoy an exclusive experience guided by a partner tour operator. Visitors arrive by bus for a private tour, followed by a tasting of Clément's signature rums.

**More info: [rhum-clement.com](http://rhum-clement.com)**



### A SPECIAL WELCOME FOR CRUISE PASSENGERS

CODERUM Martinique is committed to providing an immersive and exclusive experiences for cruise passengers. Spread across the island from North to South, the selected sites offer a comprehensive look at Martinique's rum-making heritage. Passengers transit through key ports, including Fort-de-France, Saint-Pierre, Trois-Îlets, and Anses d'Arlet, before heading to these exceptional destinations.

## **MARTINIQUE RUM**

### **THE WORLD'S ONLY AOC RUM**

Martinique rum stands out for its ancestral know-how, refined over generations. It is the only rum in the world to benefit from the Appellation d'Origine Contrôlée (AOC) status, obtained in 1996, ensuring unparalleled quality and authenticity. In Martinique, rum is exclusively agricultural, **made from pure cane** juice rather than molasses, as is common in industrial rums. With the exception of Le Galion, all active distilleries on the island produce only agricultural rum.

Today, 90% of Martinique's rum production carries the AOC label, demonstrating a strong commitment to excellence. Since achieving this distinction, the rum industry has seen tremendous growth, leading to premiumization and expanded international exports to over 100 markets worldwide.

## **THE RUM INDUSTRY**

### **A SUSTAINABLE ASSET**

The rum industry in Martinique is environmentally responsible. It is one of the only self-sustaining industries on the island, using bagasse (crushed cane residue) as renewable fuel for boilers and power plants. From one ton of cane, 300 kg of bagasse can generate 130 kWh of energy. Additionally, sugarcane plays a crucial role in air quality improvement.

As a C4 photosynthesis plant, it absorbs CO<sub>2</sub> and releases more oxygen. In fact, 20% of the CO<sub>2</sub> emitted by vehicles on the island is absorbed by sugarcane fields. Moreover, sugarcane helps prevent soil erosion, enriches the land with essential minerals, and improves fertility through organic matter.

## **LE CODERUM MARTINIQUE**

### **AN EXCEPTIONAL OFFER**

CODERUM represents all agricultural and industrial rum distillers in Martinique, working to position the island as the global capital of rum. Martinique rum, the only AOC-certified rum in the world, is distinguished by its unmatched quality and expertise passed down through generations.

#### **PRESS CONTACT**

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