

The Braasch courtyards in Rote Strasse

In the second courtyard, you can view the Braasch family's private rum-themed collection. This tells the history of the West Indies trade and the rum city of Flensburg. Historical equipment used to produce rum, pictures from the Caribbean from the past and today, and a lot more besides, are on display. Full information about the museum is also available online at www.braasch.sh

BRAASCH RUM MANUFAKTUR MUSEUM

Admission free!



BRAASCH
FLENSBURG

Wein & Rumhaus Braasch e.K.
& Braasch Rum Manufaktur Museum

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Rum was never distilled in Flensburg ...

To this day, rum is normally distilled only where the sugarcane is harvested. Up to 1864, this took place in the Danish West Indies for Flensburg and later – up until today – mainly on Jamaica. As cut sugarcane spoils very quickly, it has to be processed immediately.

The prized cargo for Europe: cane sugar

Sugarcane is pressed, boiled and sieved to yield two products: first, crystalline, dark and sticky raw cane sugar, which in the old days was processed into rock candy and finest sugar in the Flensburg refineries.

A by-product becomes famous: rum

Second, the addition of yeast to the cane sugar syrup yields a mash. This is allowed to ferment and is then distilled: the result is rum, with an alcohol content that normally exceeds 70% by volume. All of this takes place traditionally in the Caribbean to this day ...

In Flensburg the rum was stored in casks and processed further into “genuine” rum or a blend of rum and alcohol (“Rum-Verschnitt”).

The Braasch rum based on the old “recipe for the boss” contains only rum – the base alcohol is a young, aromatic Jamaica rum. It is refined with various heavy and matured rums (German flavoured rum). It is also available with a pod of natural vanilla or as a stronger version (54% by volume).

So was Gutes spricht sich Rum

The Braasch range also includes the tropical gold blend “Greathouse Rum”, the “Premium Dark Cane” with a port finish, fruit and herbal liqueurs based on old recipes, limited-edition single-cask bottlings under the “Braasch Privat” label, J. Brodersen’s “Schiffer-Rum-Verschnitt”, fine rum truffles and other exquisite specialities from sugar and chocolate.

You can also find all the Braasch delicacies online at www.braasch.sh

Treat,
FOR THE SENSES!

www.braasch.sh



BRAASCH RUM

*based on the original
“recipe for the boss”*

*So was Gutes
spricht sich
Rum.*



Caribbean gold came ashore at Flensburg



The story of Flensburg rum is closely connected to the grand era of seafaring, conquests, and discoveries. Flensburg owes its reputation as the “town of rum” to its history as a city that once belonged to the Kingdom of Denmark.

The town, located in the protected fjord of Flensburg, was a jewel in the crown of Denmark for over 400 years. In those long-gone days, Denmark was among the very first colonial powers in Europe. Besides Norway, the duchies of Schleswig and Holstein, the Faroe Islands, Greenland, Iceland, a small part of the African Gold Coast, and the Indian colonies of Tranquebar, Serampore, and Nicobars, the

Danish nation also included the Danish West Indies with its three small islands St Thomas, St John, and St Croix.

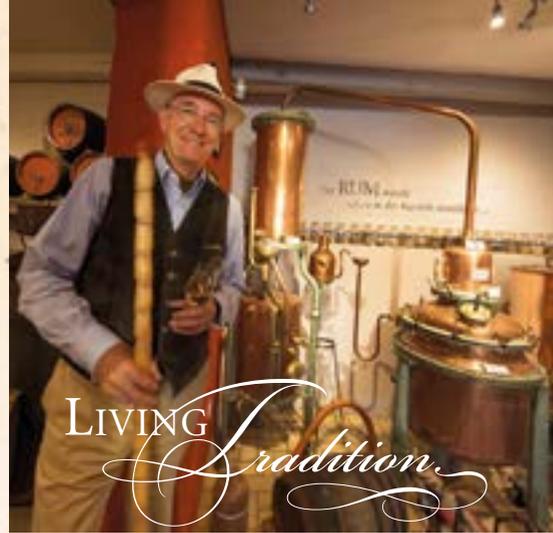
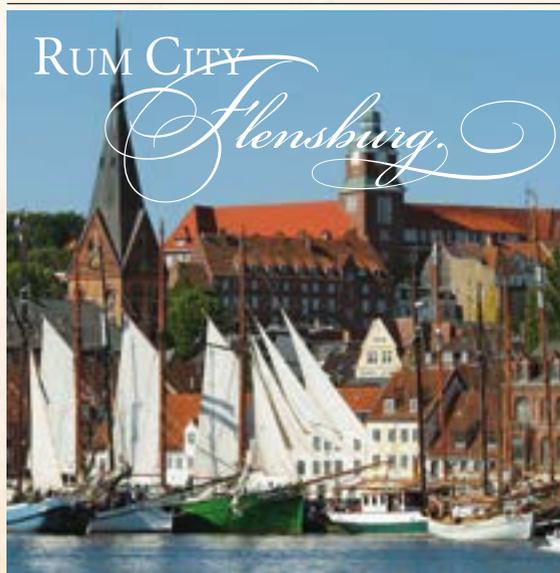
They set out looking for sugar and came back with rum



In the 18th century, Flensburg, alongside Copenhagen and Altona, was one of the most important trading ports for the ships of the West Indian fleet. In their quest for sugar, the ships set sail from here on their voyage to the Caribbean colonies and brought cane sugar back to Flensburg – along with rum.

Over the centuries, the Flensburg rum manufacturers perfected the art of refining the clear distillate, which owes its brownish taint to its storage in wooden casks. And the Flensburg blend of rum and alcohol was also invented to avoid the high import duties.

In the heyday of rum, Flensburg was home to numerous trading houses – today only a handful remain. One of these is the Braasch Wine and Rum Company, located in the picturesque “Rote Strasse” (Red Street) in the southern part of Flensburg’s Old Town.



Walter Braasch and the recipe for the boss



Walter Braasch was one of the last people to learn the craft of distillation in Flensburg. When he took up his apprenticeship at the Hermann C. Andresen spirits distillery in the 1970s, the town still had about flourishing 25 spirits and rum makers.

But the market was in the throes of change and Walter Braasch started his own business in 1976 selling wines and spirits. However, he retained his interest in rum and when the largest house in Flensburg stopped production at the end of the 1990s, he seized the opportunity.

Walter Braasch obtained samples of high-quality rum from numerous, well-known rum trading houses, and in December 1998 he prepared an old, unforgotten recipe from his days as an apprentice – the “rum for the boss”.

As an apprentice, Walter Braasch knew exactly what he had to do when he heard the words “make me a few bottles of rum for the boss”.

His boss wanted a blend of the very highest quality that was not available over the counter – one that the rum makers used to produce only in minute quantities for very special occa-

sions. The secret then – as it still is today – was to achieve the perfect blend of particularly old, seasoned, and well-matured types of rum. And so Walter Braasch created his rum with the distinctive “bast bonnet” which both connoisseur and layman alike insist should be enjoyed neat for the best drinking pleasure ...

Good taste passes to the second generation



The passion for rum and its history in Flensburg has long since passed to Walter’s son Karsten – and the distiller and wine merchant have for many years jointly developed new creative delicacies, whose fame has now spread well beyond the borders of Schleswig-Holstein.

