

FOR IMMEDIATE RELEASE

Revival Rum Launches 'Flammable' — A Modern Take on 151 Rum

In January 2026, Revival Rum launched *Flammable*, a high-strength, molasses-based '151' rum. The release is notable not only for its intensity, but for its use of the first commercially available strain of traditional Caribbean "fission yeast" to be sold in the UK.

The term '151' refers to the spirit's alcohol concentration of 151° US proof, equivalent to 75.5% ABV. At this strength, the rum is not only potent but also highly flammable—hence the name. While such high-proof spirits are often associated with spectacle, they also play a functional role in cocktail design. Bartenders frequently use 151 rums as "floaters," adding a final layer of intensity and, in some cases, ignition to create dramatic presentation.

Historically, 151 rums date back to 1934 with the release of Hudson Bay 151. These spirits were originally developed to withstand the extreme cold of the Canadian Arctic, where lower-proof alcohols—even Navy strength—were susceptible to freezing and causing bottles to crack or burst during transport. The elevated alcohol content ensured stability in sub-zero conditions, embedding 151 rum in both practical and cultural lore.

As with all high-proof spirits, *Flammable* is best approached with care—whether used in cocktails, diluted for tasting, or appreciated for its technical innovation.

Revival Rum is an award-winning, world-class spirit, crafted and distilled with care and patience on our Northamptonshire farm.

Inspired by traditional Jamaican rum distilling methods, we use one of only two copper pot double retort stills in the UK, enhancing richness and depth. This is complemented by long, slow fermentations of over 40 days, which create a distinctive and complex flavour profile.

Contact:

James Singlehurst, Director/Founder
07710 535535
james@revivalrum.com
www.revivalrum.com