

ISLAND SPIRIT

A BLEND OF THE FINEST CARIBBEAN RUMS AND JERSEY BOTANICALS,
GOLDEN TIDE RUM IS AN ODE TO SUN, SEA AND SUSTAINABILITY

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The Tidal Rum founders
Harry Coulthard (left) and Ben
Clyde-Smith (right) in Jersey

T

he Jersey tide is on its way in as we walk along the sea-weathered rocks, ambling towards a tangle of green fronds and flowers jutting from the cracks between the stones. To the uninitiated, it wouldn't look like much. But to local forager Kazz Padidar, it's the start of something beautiful.

The greenery in question is rock samphire, a botanical used in the creation of Golden Tide, an exclusive island-inspired rum created by The Tidal Rum in collaboration with P&O Cruises for Arvia's Caribbean holidays. It brings together the finest rums of the Caribbean with coastal botanicals from British islands, and today we're on the hunt for those botanicals on a long, sandy stretch of beach on the northwestern coast of Jersey, an island Kazz calls 'a forager's paradise'.

The Tidal Rum was founded in Jersey by Harry Coulthard and Ben Clyde-Smith in 2015. Both spent their childhoods by the sea (Harry in Scotland, Ben in Jersey) and the ocean remains fundamental to their way of life – so much so that while waiting for our shoot to start, they take advantage of the warm, sunny day and dive into the waves for a quick swim.

'We were lucky to be brought up by the coast and around large tidal ranges and the incredible places and botanicals that geography creates, and we wanted to draw on that lifestyle to develop The Tidal Rum,' says Ben. So when the opportunity arose to create a new rum in collaboration with P&O Cruises, the pairing simply made sense.

'It's a brilliant partnership,' says Ben. 'P&O Cruises has this longstanding relationship with the sea. Both our brands are closely aligned in our love for the ocean, and our customers love the ocean, too.'

The spirit of travel is another thread that links the two brands, as Harry explains: 'We wanted to celebrate the true spirit of Caribbean rum and add a British element that really brings it together. Rum has a rich pedigree of adventures at sea, and I think people experience it differently on holiday, when they're out at sea.'

In tasting Golden Tide, that spirit of exploration and adventure shines through. Golden Tide is crafted around a five-year aged rum from Barbados, one of the key destinations and an overnight call on many of Arvia's Caribbean holidays. It's blended with a collection of six botanicals from the coast and the shore of Jersey, foraged at low tide. From the sea, there's purple or red dulse, which imparts salty, sweet notes and a smoky aftertaste, similar to bacon; sea spaghetti, with a mild and nutty flavour; and spiral wrack, a seaweed with a salty, succulent, olive-like taste. From the shore, there's the aforementioned rock samphire, characterised by its carrot-like, citrus, aromatic and bold notes; wood-sorrel or common sorrel, with a sharp citrus, tangy and tart apple taste; and nettles, which provide a rich, earthy, spinach-like flavour.

All the botanicals are foraged and hand-picked by Kazz – usually with his dog, Ella, in tow. 'For Golden Tide, we wanted to mix the land and the coast,' says Kazz. 'It's a true island vibe and it's got that infusion of the salt, sea, surf and sun.'

Crucially, every botanical foraged for Golden Tide is sustainable, a concept that's fundamentally important to Ben, Harry and Kazz. 'Sustainability is a big thing for us, because without it the botanicals wouldn't grow,' says Harry. 'So having that mission aligned between us and P&O Cruises is key in the partnership.'

And when Ben and Harry needed to recruit a forager who understood sustainability, there was no doubt who they'd turn to. 'Kazz knows the waters around Jersey better than anyone. He's a rockstar and true local hero,' says Harry.

Kazz does indeed know the Jersey coastline like the back of his hand. 'Jersey has such a massive abundance of natural areas and you can pick very responsibly, so I'm never picking from the same place more than once in a >



FROM TOP: The Tidal Rum founders Ben Clyde-Smith and Harry Coulthard; rock samphire, one of the native Jersey botanicals in Golden Tide rum; forager Kazz Padidar picks rock samphire. OPPOSITE: Golden Tide rum





short amount of time; I'm picking from one area and then I move to another,' he explains. 'If you prune the plant properly, it produces even more. So everyone's a winner at the end of the day.'

The Tidal Rum is riding the crest of a new wave in drinking trends. 'The rum revolution has truly begun,' says Harry. 'People are drinking more rums, premium rums, in the right way, and understanding it as a refreshing, complex spirit. A big thing for us was creating a product that is a counterpoint to what you think you know about rum – the pirates and the sticky dancefloor memories – and taking it back to the core spirit: great aged rum. We wanted to reimagine it as the first drink of the night, not the last.'



While spirits such as gin have pivoted to premium in recent years, rum has not largely benefitted from the same cultural awakening. 'We want people to understand where the rum comes from, how the flavours can be diverse and complex, and how the different rums and the blend add distinctive flavour aspects. Different botanicals enhance certain aspects and bring out savoury notes,' says Ben. 'We want people who might not have been rum drinkers to become one once they finish their holiday.'

As the sun begins to set over the beach, the air still warm, the sea glittering in the fading light as locals stroll along the white sands, we really could be in the Caribbean. But the connection is more than visual.

'There's a strong affinity between Jersey and the Caribbean,' muses Ben. 'They're both made up of true island communities. Our people have that island spirit in their blood.' □



GOLDEN MOMENTS ON ARVIA

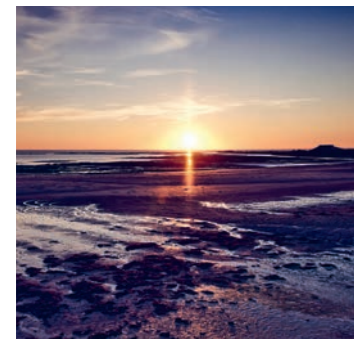
During Arvia's Caribbean season, you'll have ample opportunity to try Golden Tide. The rum will have the honour of being distilled in the first rum distillery at sea in Arvia's custom-made still, named Aurelia, in Anderson's Bar. Following its launch, The Tidal Rum will recreate the recipe and bottle it on the mainland to share across the fleet. There will also be exclusive tasting and blending masterclasses and, of course, you can enjoy Golden Tide in a perfect serve, overlooking a magnificent Caribbean sunset. If you develop a taste for it, try the recipe below at home.

YOUR GOLDEN TIDE PERFECT SERVE

Fill a highball glass with ice
Add 2 parts Golden Tide rum
Top with Fever-Tree Refreshingly Light Ginger Ale
Garnish with an orange slice and a sprig of samphire

TRY GOLDEN TIDE

Savour Golden Tide in the Caribbean on Arvia pocruises.com/arvia



FROM TOP: Beach sign; forager Kazz Padidar with his dog Ella; Jersey sunset. TOP RIGHT: Golden Tide rum



MEET THE TEAM: NEIL OLIVER

Neil Oliver brings effervescence and experience to Arvia as entertainment manager. Here, he gives a taster of all the action on board

ILLUSTRATION: WILLA GEBBIE

ABOVE, FROM LEFT: Neil Oliver, P&O Cruises Entertainment Manager, Arvia; Mission Control; WaveLength show poster



Why is it such an exciting time for you?

A new ship is always exciting, but Arvia is really breaking new ground with entertainment. It's been brilliant seeing all the hard work and planning come together and working with the new concepts. I can't wait for our guests to experience it.

In what ways does Arvia up the ante?

We've added new concepts alongside the entertainment our guests know and love. The Altitude activity zone brings together Altitude Sports Arena, Altitude Splash Valley, Altitude Minigolf and the Altitude Skywalk, our high ropes course with the best views on the ship! We've also developed a brand-new game show with TV personality Ben Shephard – look out for *WaveLength* when you travel. I love Mission Control, a unique immersive experience. Guests will love SkyDome, with a retractable glass dome to take advantage of the great weather and some amazing new shows, including *All Hands on Deck*, a cracking new family show with Wallace & Gromit.

Can you describe the mix on Arvia?

Because Arvia is a sunseeker, we'll make the most of the balmy evenings and bring the deck spaces alive. Whether that's relaxed DJ vibes at Sunset Bar or the SkyDome entertainment – DJ nights, spectacular shows, tribute acts or simply dining al fresco. Of course, there's plenty to enjoy indoors – all our venues feature live entertainment, from cocktail pianists to lavish shows.

What's your perfect evening on board?

I would dine early to give me time to make the most of all the entertainment venues. I wouldn't miss the show in Headliners Theatre, but there is always time to watch party band PULSE in The Club House. Then, for the best in live music, I would finish the night off in The 710 Club, carefully curated by Music Director Gary Barlow.

Tell us about the new theatre shows...

We're constantly reviewing our stage productions to make sure they are leading the way with modern entertainment. We're thrilled to have collaborated with Take That and Olivier Award-winning writer Tim Firth to bring *Greatest Days* to Arvia – the only place at sea where you can see this show, featuring the songs of Take That.

What makes you smile each day?

I've met many guests who travel with us time and time again, and there's always a familiar face on board to welcome them. I love it when newcomers tell me how excited they are to be on one of our ships and that we've exceeded their expectations. That, along with some great ports of call, makes it a pleasure to be on board.

CATCH THE ACTION

Enjoy some seriously exciting entertainment on board Arvia: pocruises.com/arvia