



**PRESS RELEASE**

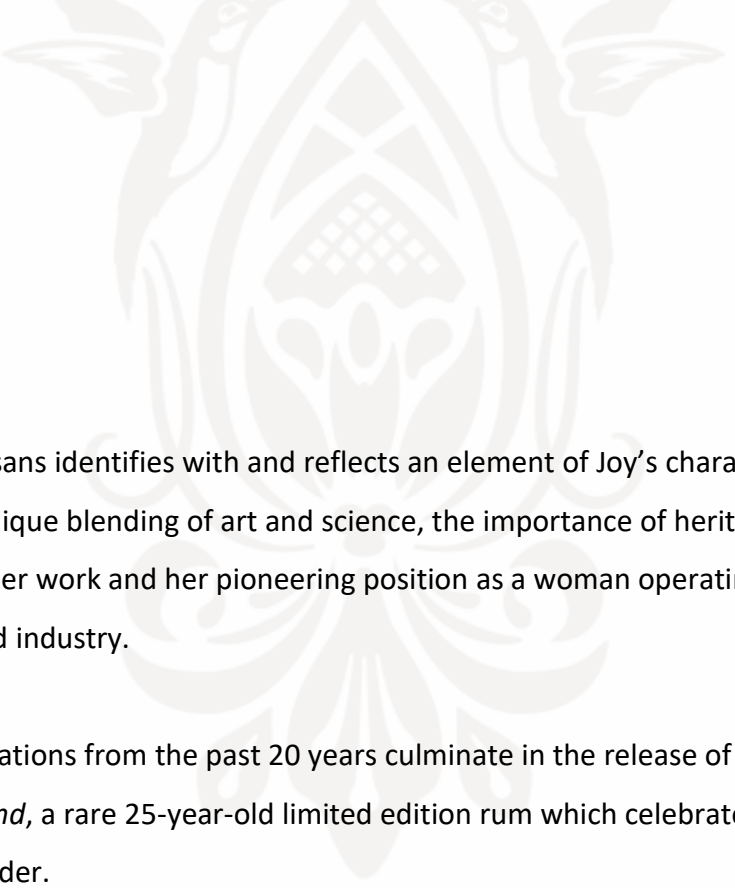
**CRAFTED WITH JOY**

*Appleton Estate celebrates the 20<sup>th</sup> anniversary of its Master Blender through a Summer of collaborations with British artisans*

**London, 10<sup>th</sup> May 2017** – To celebrate 20 years of the craftsmanship and dedication of its Master Blender Joy Spence, Appleton Estate, the world’s leading Jamaican premium aged rum, is partnering with a series of British artisans who reflect this same passion in their own work. Chosen for their artistry, skill, and the joy they have for their craft, the Artisans will share their stories with Joy during her visit this May.

The Artisans, who include horticulturalist Jin Ahn, glassworker and solderer, Dee Monti, and Jamaican photographer Savannah Baker, will be showcasing their unique creative journeys through a series of short online films which will capture the moments they share with Joy. Each artisan will also be conducting a series of masterclasses at this year’s Wilderness Festival, at the Appleton Estate Rum Bar.

Joy Spence represents the passion and enthusiasm that goes into creating Appleton Estate Rum and stands as an inspiration within the industry and beyond. Appointed by Appleton 20 years ago, Joy was the first female Master Blender in the world, with a unique skill-set which embodies the perfect balance between art and science. It is this craft which acts as the backbone of Joy’s legacy and one which will go on to inspire new journeys through the work of the Appleton Artisans.



Each of the artisans identifies with and reflects an element of Joy's character and skill, including her unique blending of art and science, the importance of heritage and provenance in her work and her pioneering position as a woman operating in a typically male-dominated industry.

Joy's own inspirations from the past 20 years culminate in the release of *Joy's Anniversary Blend*, a rare 25-year-old limited edition rum which celebrates the legacy of the master blender.

"For my anniversary blend, I simply set out to create the rum that I'd like to sip while watching the colours of my garden change in the warm glow of the Jamaican sunset," said Joy Spence. "It includes two rum marques which are of particular sentimental significance to me: The first of these marques was laid down to age in 1981, which is the year I joined the Appleton Estate team, and the second is my favourite marque of pot still rum. The final blend is a wonderful rum that I hope will become a cornerstone of my legacy."

This exclusive blend is priced at £225 and will be available from Specialty Online, The Whisky Exchange, Amazon and several major wholesalers.

For more on Joy Spence and the Crafted with Joy project, visit [www.craftedwithjoy.com](http://www.craftedwithjoy.com), or follow us at Appleton Estate's [Facebook](#) page , [Instagram](#) and [Twitter](#) (#craftedwithjoy)



-ENDS-

## NOTES TO EDITORS

### The Appleton Artisans

#### **Dee Monti**

Dee Monti is the Founder and designer of contemporary glass homeware brand MONTI which launched in 2015. All of Dee's pieces are designed and made by hand in her London home studio combining old and new techniques using glass, copper and solder. The current collection is a selection of multi-functional geometric shapes which combine simple design and nature, encouraging creative shape exploration and how to adapt them to your personal surroundings.

<http://www.montibymonti.com>

#### **Savannah Baker**

Savannah Baker is a London-based photographer with a passion for culture and heritage. Growing up in a triangle between London, New York and Jamaica, Savannah's childhood was deeply immersed in a range of cultures and subsequent art, design, fashion, and music, all of which continue to inspire her present work. She has a deep understanding of urban style and native heritage, resulting in the development of a unique sensitivity to culture with a highly-sophisticated eye. Savannah does not simply subvert convention or tradition, she reinterprets them for today's dynamic and globalised world.

<http://savannahgbaker.com>

#### **Jin Ahn**

Jin Ahn is a qualified horticulturist and the co-founder of Conservatory Archives, a pioneering indoor gardening organisation based in East London. With the aim of encouraging individuals and businesses to embrace more greenery in their spaces, Conservatory Archives has a varied client list including retailers, architects, hotels and larger corporates. Jin and her team transform every space with their artistic vision and thorough plant knowledge, expertly uniting art and science.

<http://www.conservatoryarchives.co.uk>

### **Joy's Anniversary Blend**



#### **Blend:**

A select blend of aged rums each matured a minimum of 25 years, including rum aged up to 35 years.

#### **Appearance:**

Beautiful coppery gold colour with shimmering highlights.

#### **Bouquet:**

Opening with Appleton Estate's trademark delicate orange peel as a top note and intertwined with ginger and spice, this special blend finishes with warm vanilla, butterscotch, coffee and lingering layers of almond and toasted oak.

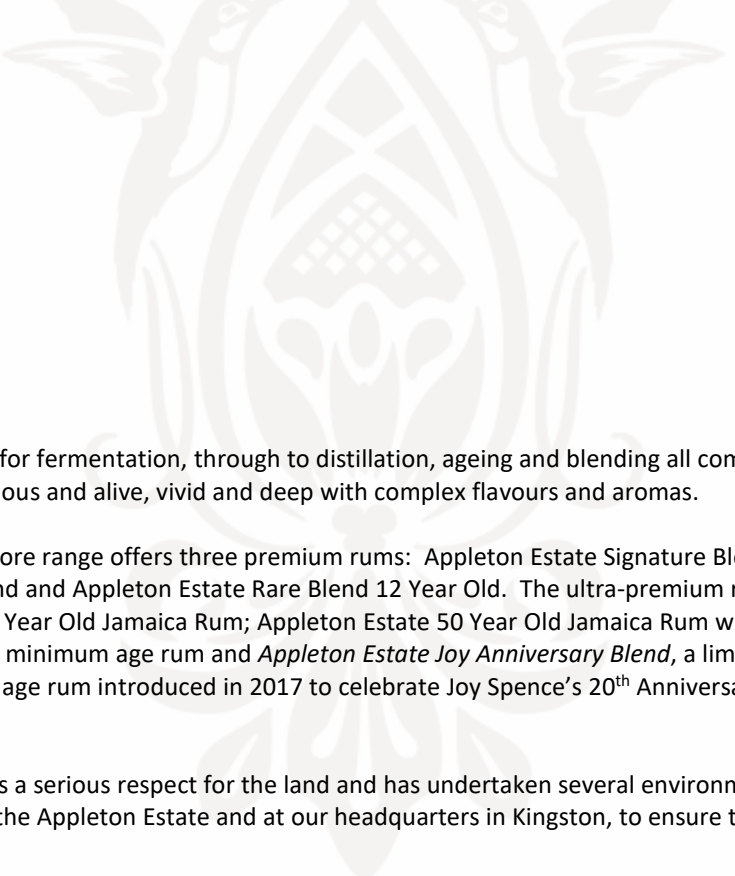
#### **Finish:**

Exceptionally smooth with an elegant finish of brown sugar.

The *Appleton Estate Joy Anniversary Blend* is bottled at 45% alc. /vol.

### **About Appleton Estate Jamaica Rum:**

Nestled in the heart of Jamaica in the beautiful, lush Nassau Valley in the island's famed Cockpit Country lies the Appleton Estate. For over 265 years, we have been crafting authentic, premium rums using time honoured traditions that have been passed down from generation to generation. From cane to cocktail, our critically acclaimed rums are created by the environment, ingredients, and practices that are unique to our estate. Our terroir, with its ideal climate, fertile soil and topography, the natural spring that



supplies our water for fermentation, through to distillation, ageing and blending all combine to produce rums that are delicious and alive, vivid and deep with complex flavours and aromas.

Appleton Estate's core range offers three premium rums: Appleton Estate Signature Blend, Appleton Estate Reserve Blend and Appleton Estate Rare Blend 12 Year Old. The ultra-premium range includes Appleton Estate 21 Year Old Jamaica Rum; Appleton Estate 50 Year Old Jamaica Rum which is a limited edition 50-year-old minimum age rum and *Appleton Estate Joy Anniversary Blend*, a limited edition 25-Year-Old minimum age rum introduced in 2017 to celebrate Joy Spence's 20<sup>th</sup> Anniversary as Master Blender.

Appleton Estate has a serious respect for the land and has undertaken several environmentally friendly initiatives, both at the Appleton Estate and at our headquarters in Kingston, to ensure that our operations are green.

#### **ABOUT GRUPPO CAMPARI**

Davide Campari-Milano S.p.A., together with its affiliates ('Gruppo Campari'), is a major player in the global beverage sector, trading in over 190 nations around the world with leading positions in Europe and the Americas. The Group was founded in 1860 and today is the sixth-largest player worldwide in the premium spirits industry. The Group's portfolio, with over 50 brands, spans spirits, the core business, wines and soft drinks. Internationally-renowned brands include Aperol, Appleton Estate, Campari, SKYY, Wild Turkey and Grand Marnier. Headquartered in Sesto San Giovanni, Italy, Campari owns 18 plants and 2 wineries worldwide and has its own distribution network in 19 countries. The Group employs around 4,000 people. The shares of the parent company, Davide Campari-Milano S.p.A. (Reuters CPRI.MI - Bloomberg CPR IM), are listed on the Italian Stock Exchange since 2001. For more information: <http://www.camparigroup.com>.

Please enjoy our brands responsibly.