

APPLETON ESTATE
JOY
ANNIVERSARY BLEND
RARE JAMAICA RUM
aged 25 years
CRAFTED IN THE HEART OF JAMAICA
BY MASTER BLENDER JOY SPENCE

Press Release – embargoed until February 21, 2017

APPLETON ESTATE CELEBRATES 20 YEARS OF JOY

World's first female Master Blender, Joy Spence, releases an exquisite limited edition rum to mark major anniversary



Kingston, Jamaica – February 21, 2017 – Appleton Estate, the world's leading Jamaican premium aged rum, today announced the release of the Appleton Estate *Joy Anniversary Blend*, a rare 25-year-old limited edition rum, which celebrates Joy Spence's 20th anniversary as Master Blender.

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Joy, who fell in love with chemistry at age 13, always dreamed of becoming a scientist. After graduating from the University of the West Indies with a Bachelor of Science in Chemistry and the University of Loughborough with a Master of Science in Analytical Chemistry, she joined Appleton Estate in 1981 as Chief Chemist and quickly became enthralled with the process of blending rum. Over the next 16 years, under the expert guidance of then Master Blender, Owen Tulloch, Joy honed her sensory skills, developing an unrivalled mastery of taste and smell.

Joy's prestige in the industry rose at a time when rum was primarily made and consumed by men, and her 1997 appointment as the world's first female Master Blender certainly served to shatter the spirits industry's glass ceiling. At once an artist and a scientist, Joy has spent the last 20 years creating some of the finest rums the world has ever seen, and Appleton Estate *Joy Anniversary Blend* may be her greatest triumph yet.

"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."

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This beautifully complex and elegant limited edition is the culmination of Joy's pioneering spirit, inventive mind, and dedication to her craft. Appleton Estate *Joy Anniversary Blend* opens with a delicate orange peel top note, a hallmark of Appleton Estate rums, intertwined with ginger and spice and finishes with warm vanilla, butterscotch, coffee and layers of almond and toasted oak. The palate is exceptionally smooth with an elegant finish of brown sugar.

This 25-year-old minimum aged rum, which also includes rums that have been aged up to 35 years, is a reflection of a remarkable woman who embodies passion, love, and, above all else, joy.

Appleton Estate Joy Anniversary Blend will be rolled out across markets starting in March 2017.

For further information or to arrange an interview with Joy Spence please contact: Catherine.mcdonald@campari.com

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APPLETON ESTATE JOY

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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.

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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 20th 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.