



## **APPLETON ESTATE JAMAICA RUM UNVEILS TO UK DRINKERS *RESERVE BLEND*, FEATURING RARE RESERVE STOCKS**

Friday 3rd June 2016, London. Appleton Estate Jamaica Rum today announced the UK launch of **Appleton Estate Reserve Blend**, which is part of its range of award-winning premium aged rums, all of which are produced from 'cane to cocktail' on the Appleton Estate in the lush Nassau Valley in Jamaica. Appleton Estate is Jamaica's oldest distillery and has been crafting rum for over 265 years.

Rich with oak, nutmeg and smoky spices, **Appleton Estate Reserve Blend** is a premium blend of 20 select aged rums, featuring two very rare reserve stocks. These rare and special rums give Appleton Estate Reserve Blend its delicious complexity and add to the full-bodied, smooth and delicately-balanced spice and nutty notes, which are followed by oaky honey, subtle vanilla, a hint of hazelnut and a bouquet that is reminiscent of a spicy fruit cake. This exceptional rum provides a balanced yet lingering finish with echoes of wood.

Perfect for sipping or transforming ordinary drinks into extraordinary cocktails, Appleton Estate Reserve Blend joins the core range of aromatic, approachable and complex Appleton Estate rums available in the UK, which also comprises **Appleton Estate Signature Blend** and **Appleton Estate Rare Blend 12 Year Old**.

The richness and complexity of all three rums stem from the fact that they are all blends of several different types of pot and column still rums of various ages. They are all blended by world's first female Master Blender, Joy Spence.

All reflect the one-of-a-kind taste created by the ingredients, environment and practices unique to the Appleton Estate and its terroir. With a long and revered legacy of rum-making since 1749, Appleton Estate rums are made from sugarcane grown in the valley, using water tapped from the limestone-surrounded spring and distilled at the estate.

The introduction of Appleton Estate Reserve Blend follows a refreshed packaging design which whilst retaining the iconic bottle, now includes the signature of Master Blender Joy Spence on the cap to reinforce Appleton Estate's crafted approach to producing rum.

Nick Williamson, Marketing Director, Campari UK: *"Appleton Estate is the most comprehensive premium golden rum portfolio on the market. From our Signature Blend to our Appleton Estate 50 Year Old Jamaica Rum, our range spans the spectrum from sumptuous cocktail to luxurious sipping rums, and is one of a few rums to remain true to its roots and authentic, Jamaican full-bodied flavor."*

*"The new packaging and use of the word 'blend' in our range names allows us to celebrate blending as a key factor in premium rum's rich and complex flavours and at the same time provides consumers with an easy way to navigate the range."*

Appleton Estate Reserve Blend has a similar taste profile to Appleton Estate 8 Year Old, which it replaces in the range. It is a combination of several rums of different styles and ages and does not have an age statement.

Although the packaging changes for Appleton Estate Signature Blend and Appleton Estate Rare Blend 12 Year Old, the award-winning liquid inside the bottle remains the same. There is no change to the names, packaging or liquid for luxury brands, Appleton Estate 21 Year Old Jamaica Rum or Appleton Estate 50 Year Old Jamaica Rum.



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#### **Notes to Editors**

The Appleton® Estate is the oldest sugar estate and distillery in Jamaica in continuous production and is located in the heart of the Nassau Valley. The first known documentation of rum production at the Appleton Estate is dated 1749.

The expressions that make up the Appleton Estate range of premium aged rums include Appleton Estate Signature Blend Jamaica Rum; Appleton Estate Reserve Blend Jamaica Rum; Appleton Estate Rare Blend 12 Year Old Jamaica Rum, Appleton Estate 21 Year Old Jamaica Rum and Appleton Estate 50 Year Old Jamaica Rum - Jamaica Independence Reserve, which is the oldest rum in the world and was released on the 50th anniversary of Jamaica's independence.

All Appleton Estate rums are produced exclusively on Appleton Estate owned property using time-honored traditions that have been passed down from generation to generation. Each rum is carefully hand-selected and blended by Master Blender Joy Spence, the world's first female master blender in the spirits industry and one of only three female master blenders currently active in the world.

Appleton Estate Jamaica Rum is Jamaica's leading premium rum brand is available in more than 50 countries around the world.

The Appleton Estate packaging was refreshed recently with the iconic bottle, which has been a hallmark of the Appleton Estate brand since it was first launched, retained to provide consumers with a familiar visual cue, the cap now includes the signature of Master Blender Joy Spence to reinforce Appleton Estate's crafted approach to producing rum. 'Estate Distilled' & 'Jamaica Rum', are repeated at the base of the closure to highlight the brand's Estate and Jamaican provenance.

The name of the variant has been moved from the cartouche to the main label and Appleton Estate's rich heritage as a rum-producing establishment since 1749 is now highlighted where the names previously rested. The new label now features the lush landscape of the Appleton Estate and Jamaica's world famous Cockpit Country where the estate is located.

## Tasting Notes

### Appleton Estate Reserve Blend

**Details:** The Appleton Estate's Reserve Blend is a 'blended rum', which means it is a combination of several rums of different styles and ages and does not have an age statement

**The Blend:** A combination of 20 select aged rums of different styles and ages including two very rare reserve stocks.

**Appearance:** A dazzling rich topaz/honey colour with a luxurious gold rim.

**Bouquet:** Full-bodied, smooth, and delicately-balanced spice and nutty notes, followed by oaky honey, subtle vanilla and a hint of hazelnut all wrapped in rich, dried orange peel. It is reminiscent of a spicy fruit cake.

**Finish:** Balanced, yet lingering, with echoes of wood it leaves you wanting more.

**Overall:** Perfect for elevated rum cocktails or enjoyed neat.

### Appleton Estate Signature Blend

**Details:** The Appleton Estate's Signature Blend is a 'blended rum', which means it is a combination of several rums of different styles and ages and does not have an age statement

**The Blend:** 15 select aged rums, aged for an average of 4 years (no age statement on the bottle).

**Appearance:** A beautiful harvest gold and amber colour, with remarkable clarity and brilliance.

**Bouquet:** Perfectly balanced complex citrus, fruity and sweet notes, with subtle orange peel, dried apricot, fresh peach, and a hint of molasses and woody notes.

**Finish:** Finishes as serenely as it started in the mouth

**Overall:** It's the perfect accompaniment for memorable rum cocktails or simply mixed with cola and an orange peel garnish.

### **Appleton Estate Rare Blend 12 Year Old**

**Details:** Appleton Estate Rare Blend 12 Year Old is a 'minimum age' rum as indicated by the number 12 displayed on the bottle. The rum is aged in Number One Select American Oak barrels

**The Blend:** Selected aged rums, all matured for at least 12 years.

**Appearance:** A wonderful deep bronze with a honey gold rim.

**Bouquet:** A constantly evolving taste experience – you'll find deep oak, fruity, and cocoa notes, followed by delicate molasses, vibrant orange peel, rich vanilla, subtle coffee, with a hint of toasted oak and almond.

**Finish:** Bittersweet and luscious.

**Overall:** This Rare Blend should be savoured with friends and time, as a sipping rum or in select elegant cocktails.

## **Retailers**

<b>£19.50</b>	Appleton Estate Signature Blend is available from all supermarkets
<b>£24.99</b>	Appleton Estate Reserve Blend is available from selected specialist retailers
<b>£35.00</b>	Appleton Estate Rare Blend 12 Year Old is available from selected specialist retailers
<b>£190.00</b>	Appleton Estate 21 Year Old is available from selected specialist retailers
<b>£3,500.00</b>	Appleton Estate 50 Year Old Jamaica Independence Reserve is available from selected specialist retailers

### **ABOUT CAMPARI UK**

**Campari UK is the Gruppo Campari's UK subsidiary**, headquartered in London. A multicultural and dynamic team composed of **40 Camparistas** from 10 different nationalities. Established on March 1st 2015, it took over from J. Wray & Nephew UK, a well-established brand builder and distributor of premium Jamaican rums. At the heart of Campari UK there are two main portfolio offerings: **the Italian portfolio** with heritage brands such as **Campari** and **Aperol** and the **white & dark spirits portfolio**, led by the Jamaican rum brands **Appleton Estate Rum** and **Wray & Nephew Overproof**, as well as **Wild Turkey Kentucky Bourbon**. The company spans an unrivalled premium spirits and speciality offer in its quality, innovation and style and is also the exclusive UK distributor for **Bulldog Gin**. [www.campariuk.com](http://www.campariuk.com)

### **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, Cinzano, SKYY Vodka and Wild Turkey. Headquartered in Sesto San Giovanni, Italy, Campari owns 16 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.