



For Immediate Release  
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## LONDON BARTENDERS 'CRAFT WITH JOY' AS PART OF UNIQUE COCKTAIL COMPETITION

Eight of London's top bartenders have been carefully selected to take part in a unique cocktail competition to celebrate 20 years of Joy Spence as the Master Blender of Appleton Estate Rum. Now available at each of the participating bars including The Savoy, Callooh Callay and Trailer Happiness, dedicated rum lovers are invited to taste each of the cocktails over the next month.

Known as the Joyful Eight, the selected bartenders have created one-of-a-kind cocktails following an exclusive meeting with Joy during her recent UK visit from the Appleton Estate in Jamaica. Each cocktail is inspired by Joy's passion, craft and expertise whilst also embodying the sheer joy in which they are made.

The winning cocktail will be served to thousands of thirsty festival go-ers at the Appleton bar at Wilderness this summer, but for those who can't make it, here are the recipes to recreate these joyful moments at home.

### -The Cocktails-

#### Joy Punch

by Rasa Gaidelyte at [Treves and Hyde](#)



#### Ingredients:

- 40ml Appleton Estate Rare Blend 12YO
- 15ml Jerk falernum;
- 15ml Jamaican fruit syrup
- 15ml grapefruit juice
- 20ml lime juice
- 3 dashes of angostura bitters



**Method:**

Shake all ingredients and strain into a banana leaf wrapped glass. Top with a Tapioca crisp.

**The Estate**

by Robyn Wilkie at [The Curtain](#)



**Ingredients:**

- 50ml Appleton Estate Rare Blend 12YO
- 20ml coconut orgeat
- 15ml cocchi americano (infused with coffee beans, 50g per 700ml)
- 10ml lime juice
- 3 dashes of orange bitters

**Method:**

Shake all ingredients and strain before topping with coconut water. Garnish with pineapple and a sage leaf.



## Windrush

By Layton Campbell at [The Ned](#)



### Ingredients:

- 35ml Appleton Estate Rare Blend 12YO
- 15ml lillet
- 15ml grapefruit and nutmeg syrup (homemade)
- 25ml egg white
- 5ml lime juice
- 5ml green chartreuse
- 2 dashes angostura bitter

### Method:

Shake all ingredients dry and then shake again with ice. Double strain and then shake again before pouring into a glass filled with ice cubes. Garnish with 5 grates of nutmeg and grapefruit zest before discarding and adding a grapefruit spiral.



**Joy of Kingston Cobbler**  
By Stefan Anderberg at [Satan's Whiskers](#)



**Ingredients:**

- 50 ml Appleton Estate Rare Blend 12YO
- 2 wedges pineapple
- 5ml sugar syrup
- 10 ml orange curacao
- 15ml velvet falernum
- 2 wedges lemon
- 2 slices orange
- 1 dash of orange bitters

**Method:**

Muddle the fruit and shake the rest of the ingredients before serving over crushed ice in a highball glass. Garnish with mint, an orange slice, pineapple wedge and a maraschino cherry.



## Sp'iced' Coffee

By Fraser Stancombe at [Trailer Happiness](#)



### Ingredients:

- 35ml Appleton Rare Blend 12YO
- 15ml Amer Picon
- 7.5ml Mr Blacks coffee liqueur

### Method:

Mix the ingredients and build over ice before topping with jerk spiced pineapple soda. Garnish with candied jerk pineapple slice.



**First Jamaican**  
By Manu Alonso at [The Savoy](#)



**Ingredients:**

- 40 ml Appleton Rare Blend;
- 30ml lemon juice
- 15ml pineapple syrup
- 1-ml Manzanilla sherry
- 15ml salted banana liqueur
- 20ml pineapple juice

**Method:**

Shake all ingredients over ice and strain into a highball glass. Garnish with coconut powder on the glass and a sprig of mint.



## Karst Cooler

By Carey Hanlon at [Callooh Callay](#)



### Ingredients:

- 40 Appleton Estate Rare Blend 12YO
- 20ml Amontillado sherry
- 15ml poached pineapple syrup
- 20ml lime juice
- 2 dashes of angostura bitters
- 2 dashes of mole bitters
- a splash of soda

### Method:

Shake all ingredients and strain into a highball glass. Garnish with a pineapple leaf.



**Smoke 'n' Molasses**  
By Ash Lambert at [Burlock](#)



**Ingredients:**

- 40ml Appleton Estate Rare Blend 12 YO
- 10ml Wray & Nephew
- 30ml Pink Grapefruit
- 10ml Angostura reduced smoked caramel molasses
- 5ml Passion fruit

**Method:**

Shake all ingredients and finely strain. Pour into a rocks glass and add a twist of grapefruit.

**-ENDS-**

For more information, images or to visit one of these bars with Appleton, please contact Amy Jakar: [Amy.jakar@helloworld.com](mailto:Amy.jakar@helloworld.com) / 02037506171



#### 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>.

#### ABOUT CAMPARI UK

Campari UK is Gruppo Campari's subsidiary in the UK market, headquartered in London. A multicultural and dynamic team, Campari UK comprises 40 'Camparistas' from numerous different nationalities.

At the heart of Campari UK are two main portfolio offerings. The first is the Italian portfolio, featuring distinctive brands such as Campari and Aperol. The second group is the White & Dark spirits portfolio, led by the Jamaican rum brands Appleton Estate Rum and Wray & Nephew Overproof - complemented by brands including Wild Turkey Kentucky Bourbon, Grand Marnier & BULLDOG Gin.

The company is proud to offer an unrivalled range of more than 40 premium spirit brands; each with speciality offerings in their quality, innovation, and style.

Please enjoy our brands responsibly.