

MEDIA RELEASE
For Immediate Release
29/09/2017



**WRAY'S
YARD SHOP**

WRAY & NEPHEW WHITE OVERPROOF RUM ANNOUNCES WRAY'S YARD SHOP

Taking over Protein Studios for 3 days in October, the pop-up will celebrate Jamaica's culture with DJs, street food and the launch of an exclusive online Wray & Nephew clothing range

Media launch 18th October 6pm–11pm
RSVP - eki@wearfullfat.com

Wray's Yard Shop
Protein Studios
31 New Inn Yard, London, EC2A 3EY
19th - 21st October
11am - 5:30pm
straightfromyard.co.uk



London, 19 - 21 October: The legendary Wray And Nephew White Overproof Rum will bring a taste of Jamaica to East London with Wray's Yard Shop. Taking place at Protein Studios, the pop-up will be a true celebration of all things 'Straight from Yard' with jerk chicken and patties from JJC, DJ sets from dancehall DJ and 1Xtra regular Kenny Allstar plus Caribbean talent across Wray's Yard Shop market including Knot & Vibes and New Maroons. Importantly, Wray's Yard Shop will mark the launch of a new online shop of the same name, selling official Wray & Nephew clothing and accessories. The pop-up will be a chance to preview and purchase items from the range.

A private media launch will run on the 18th to showcase the pop-up from 6pm, with DJ sets, food and iconic Wray & Nephew cocktails, RSVP to eki@wearefullfat.com.

For more info on Wray's Yard Shop visit - straightfromyard.co.uk

The name Wray's Yard Shop is simply a play on words for a Caribbean takeaway shop - the 'yard shop' will inject a taste of the tropical Caribbean to an autumnal London in just a few weeks.

Radar Radio DJ **Kenny Allstar** is onboard to provide the soundtrack along with BORN N BREAD's **Afrocheeks**. Wray's Yard Shop's market will showcase wares from crochet and dancehall queens **Knots & Vibes**; Caribbean greeting cards from **New Maroon**; Belly Full from Riaz Phillips who has documented the best Caribbean food across the UK; and **Original Flava**, a recipe book created by South London brothers Shaun and Craig McAnuff, who make Caribbean cooking easy with recipes inspired by their Jamaican grandmother.



EDITOR'S NOTES

WRAY'S YARD SHOP

Address: Protein Studios, 31 New Inn Yard, London, EC2A 3EY

Private launch: 18th October, 6pm - 11pm

Public opening times: 19th - 21st October, 11am - 5:30pm

PRESS CONTACTS

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LINKS

Web: straightfromyard.co.uk

Facebook: [@WrayAndNephewOverproofRumUK](https://www.facebook.com/WrayAndNephewOverproofRumUK)

Twitter: [@WrayAndNephewUK](https://twitter.com/WrayAndNephewUK)

Instagram: [@wrayandnephewuk](https://www.instagram.com/wrayandnephewuk)

WRAY AND NEPHEWS OVERPROOF WHITE RUM

Wray and Nephew White Overproof Rum – Proud undiluted Jamaican spirit. A legend in Jamaica, Wray and Nephew White Overproof Rum is flavourful, full-strength and full of character.

Wray and Nephew White Overproof Rum is a very special blend of rums from Wray and Nephew's estates. It is crystal clear and has a fruity natural aroma with overtones of molasses. Its complexity adds a unique character to cocktails and is the essential ingredient in authentic Jamaican rum punch, as well as the secret ingredient in many rum-based signature drinks.

In Jamaica Wray and Nephew White Overproof Rum is not just a drink, it infuses the culture of Jamaica and pours through different aspects of the Jamaican people's social lives as part of the ritual and everyday living. Wray & Nephew White Overproof Rum is as much a part of Jamaica as the black green and gold of the Country's flag.

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 brand 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 spirits brands: each with speciality offerings in their quality, innovation, and style. Visit <http://www.campariuk.com> to find out more about the company and range of products or follow Gruppo Campari UK on Twitter at @GruppoCampariUK.

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.