



APPLETON ESTATE OPENS DOORS TO RENOVATED WORLD-CLASS RUM EXPERIENCE

Appleton Estate unveils upgrades to its St. Elizabeth landmark, now dedicated to world's first female master blender

ST. ELIZABETH, JAMAICA (JANUARY 18, 2018) – Appleton Estate®, the oldest continuously-run sugar Estate and distillery in Jamaica, recently opened the doors to its newly renovated, world-class visitor facility. The Joy Spence Appleton Estate Rum Experience (JSAERE), formerly known as the Appleton Estate Rum Tour, is an interactive visitor experience celebrating the Estate's history, heritage and commitment to quality, as well as that of its namesake Joy Spence, the first woman to hold the position of Master Blender in the spirits industry.

Campari Group, Appleton's parent company, proudly invested \$7.2 million into the project, which spans approximately 24,000 square feet of new building construction, as well as 27,000 square feet of outdoor historic Estate grounds. It is expected to draw thousands of visitors and significantly drive economic growth to the region through jobs and tourism.

During the fully interactive experience, visitors will gain insight into traditional distillation methods, try their hand at time-honored methods of cane-juicing and sugar boiling, sample fresh sugar cane juice, visit the barrel house where the rum is aged, and fully immerse themselves in all aspects of the rum production process.

"For more than 265 years, Appleton Estate has been a stronghold in the St. Elizabeth community, so we were proud to involve so many local hands in this project," said Bob Kunze-Concewitz, CEO of Campari Group. "We've leveraged Jamaican craftsmanship and artistry with new technologies to create a truly memorable, one of a kind experience – showcasing our passion for rum and a love of the land from which it is produced. Since Campari Group acquired Appleton Estate in 2012, we have continued to make strategic investments such as this to ensure this beloved brand continues to grow around the world."

"This dedication is among the greatest honours of my life," said Master Blender Joy Spence. "Rum is my first love, and Jamaica is my second. We've built a place here where those loves are combined and beautifully shared with visitors from all around the world. I can't wait for everyone to see the new crown jewel of the South Coast."

In addition to the outdoor attractions and expansive new Estate tour, visitors can experience:

- A new welcome pavilion with a bar as well as new ticketing, artifact displays, tour maps, and guest services
- A 3,000-square-foot theater, with a newly produced custom film for the Estate tour

- A 20-person VIP tasting room
- Three separate tasting rooms, each accommodating 35 guests and housing their own bar
- A new restaurant, bar, and lounge with a new authentic Jamaican Jerk barbecue pit that offers Jamaican fare prepared daily
- Three new outdoor covered pavilions with exhibit related graphics and signage, unique exhibits, and Estate artifacts
- A new observation tower, where guests can view the sugar cane fields and Jamaica's famous Cockpit Country – a unique terroir with beautiful and lush terrain
- A new 2,500-square-foot retail store with merchandise and rum displays, including customizable bottle engraving
- A new community center where local artists and craftsmen can sell their unique Jamaican goods to visitors of the Estate

Visitors are encouraged to visit appletonestate.com to book a tour.

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For more information, please contact:

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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,

Commented [MQ1]: Website says facility is still under construction. Will it be live day of release? If not, how else should people book tours?

both at the Appleton Estate and at our headquarters in Kingston, to ensure that our operations are green.

About Campari Group

Campari Group is a major player in the global spirits industry, with a portfolio of over 50 premium and super premium brands, spreading across Global, Regional and Local priorities. Global Priorities, the Group's key focus, include Aperol, Appleton Estate, Campari, SKYY, Wild Turkey and Grand Marnier. The Group was founded in 1860 and today is the sixth-largest player worldwide in the premium spirits industry. It has a global distribution reach, trading in over 190 nations around the world with leading positions in Europe and the Americas. The Group's growth strategy aims to combine organic growth through strong brand building and external growth via selective acquisitions of brands and businesses.

Headquartered in Milan, Italy, Campari Group owns 18 plants worldwide and has its own distribution network in 20 countries. The Group employs approximately 4,000 people. The shares of the parent company Davide Campari-Milano S.p.A. (Reuters CPRI.MI - Bloomberg CPR IM) have been listed on the Italian Stock Exchange since 2001. For more information: www.camparigroup.com/en

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