

## JAMAICAN EXCELLENCE EXEMPLIFIED: APPLETON® ESTATE RELEASES EXQUISITE 30 YEAR OLD RUM

*Featuring Rum as Old as 50 Years, Launch of Super Premium Expression Marks Revival of a Cult Classic*



**NEW YORK CITY (November 8, 2018)** - Age isn't just a number - especially when it comes to extremely rare spirits hailing from the heart of Jamaican rum country - Nassau Valley. Appleton® Estate, the oldest continuously-run distillery in Jamaica, is launching an incredibly rare, limited-edition 30 Year Old rum this fall to celebrate the legacy of rum-producing excellence from Jamaica.

In 2008, Appleton Estate launched a 30 Year Old expression to much critical acclaim. Due to the recent high demand for anything from the esteemed "Joy Spence school" of rum-making, Appleton Estate is christening this legendary spirit again, updating its 30 Year Old rum offering with an even more prestigious blend that's sure to be met with the same enthusiasm as its predecessor.

"This Appleton Estate 30 Year Old is one of my favorite releases because it celebrates the honed craft of fine, hand-crafted rum making in the Nassau Valley of Jamaica," said Master Blender Joy Spence. "Jamaicans are proud of their rum-making heritage, and it's an honor we can bring these truly unique, luxury expressions to the market for people who appreciate a intricate sipping rum."

While, like its predecessor, the youngest drop of rum in this offering has been aged for at least 30 years, this new expression includes rums aged for more than 50 years, creating a distinguished, and one-of-a-kind sipping experience. Created by Master Blender Joy Spence - a luminary in the spirits world - this beautiful, complex blend features notes of vibrant vanilla, toasted oak, ginger and warm cinnamon with a smooth and long, spiced honey finish. To fully appreciate the flavors, Joy recommends it served neat.

Joy has the honor of being the first woman to hold the position of Master Blender in the spirits industry, and her accolades and achievements are too numerous to mention. For the last 20 years she has created some of the world's finest rums, including the Appleton Estate Reserve Blend and Appleton Estate Rare Blend 12 Year Old. She also created the limited-edition Appleton Estate 250th Anniversary Blend, the Appleton Estate 50 Year Old Jamaica Rum, and the critically acclaimed Appleton Estate Joy Anniversary Blend.

The Appleton Estate 30 Year Old is extremely rare and limited in quantity, with only 4,000 bottles available globally and 900 hundred available in the United States. Each bottle has a suggested retail price of \$495.

Appleton Estate 30 Year Old is available at select elite retail locations beginning November 2018.

For more information visit: [www.appletonestate.com](http://www.appletonestate.com) and [www.camparigroup.com](http://www.camparigroup.com).

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**About Appleton Estate Jamaica Rum:**

Nestled in the heart of Jamaica, in the beautiful, lush Nassau Valley lies the Appleton Estate. For over 265 years, we have been crafting authentic, premium rums using time honored 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 flavors 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 30 Year Old Jamaica Rum and Appleton Estate 50 Year Old Jamaica Rum, both limited edition rum blends. The collection also includes 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.

**About Campari America**

Campari America is a wholly owned subsidiary of Davide Campari-Milano S.p.A. (Reuters CPRI.MI - Bloomberg CPR IM). At the heart of Campari America are two legends in the American spirits industry. The first, Skyy Spirits, was founded in San Francisco back in 1992 by the entrepreneur who invented iconic SKYY Vodka. The second is the world-famous Wild Turkey Distillery in Lawrenceburg, Kentucky, where they have been making the world's finest whiskies since the 1800's. Both companies were purchased by Davide Campari-Milano and together they form Campari America, which has built a portfolio unrivaled in its quality, innovation and style, making it a top choice among distributors, retailers and consumers. Campari America manages Campari Group's portfolio in the US with such leading brands as SKYY® Vodka, SKYY Infusions®, Grand Marnier®, Campari®, Aperol®, Wild Turkey® Straight Kentucky Bourbon, American Honey®, Russell's Reserve®, Glen Grant® Single Malt Scotch Whisky, Forty Creek® Canadian Whisky, BULLDOG® Gin, Cabo Wabo® Tequila, Espolón® Tequila, Appleton® Estate Rum, Wray & Nephew® Rum, Coruba® Rum, Ouzo 12®, X-Rated® Fusion Liqueur®, Frangelico®, Cynar®, Averna®, Braulio® and Jean-Marc XO Vodka®.

Campari America is headquartered in New York, New York. More information on the company can be found at [www.campariamerica.com](http://www.campariamerica.com), [www.facebook.com/campariamerica](http://www.facebook.com/campariamerica), Twitter: [@CampariAmerica](https://twitter.com/CampariAmerica), Instagram: [@CampariAmerica](https://www.instagram.com/CampariAmerica), and [www.camparigroup.com](http://www.camparigroup.com). Please enjoy Campari America brands responsibly and in moderation.