

# Appleton Estate relaunches travel retail to drive rum category growth

Appleton Estate Jamaica Rum has relaunched in travel retail with newly designed packaging, a reimaged bottle and label, and the release of two new premium blends.

“We have significant ambitions for Appleton Estate, and the new brand visual identity paves the way on our path to drive premium+ rum growth in global travel retail.

“Not only is Appleton Estate one of the top five best-selling and trending brands in rum in 2021 [source: Drinks International 2021 as voted by the world’s best bars], it is also well positioned to lead rum category premiumization in travel retail thanks to a powerful set of brand intrinsics,” explains Leigh Irvine, Managing Director, Global Travel Retail, Campari Group.

He notes the brand’s high quality production process; the vibrant energy of its Jamaican history and geography for creating in-store energy and engagement with consumers; and the new, sophisticated dark rum variants.

A sleek, contemporary version of the signature bottle shape is accompanied by a sophisticated new cork closure. Beneath the closure, the neck label illustrates Appleton Estate located in Jamaica’s Nassau Valley, followed by an embossed ‘1749’ stamp in the glass, marking the date of the estate’s establishment.

The new label tells the story of each rum blend, as well as details of the production process, which uses Jamaican limestone-filtered water during distillation. No flavors are added.

Also vital to the rums’ quality and flavor profile is the commitment to minimum tropical ageing. Each drop of rum is at least as old as the age statement on the label and all rums are aged in the tropical climate of Jamaica, allowing for richer, fuller flavors to develop.

The centerpiece of this new label is the Appleton Estate Jamaica Insignia, where five iconic Jamaican design emblems unite to tell the story of Jamaica itself.

## Celebrating Jamaican heritage

Master Blender Joy Spence, who is celebrating her 40th year at Appleton Estate this year, says: “We’re unveiling a fresh look for both our permanent collection of rums and our limited-edition versions, while maintaining our commitment to exceptional liquid. With this relaunch, Appleton Estate proudly celebrates our Jamaican heritage in a thoroughly modern way. I’m also excited to introduce two new blends as we enter a new era for our brand. We hope that our new look and feel elevates the high-end cocktail and the sophisticated sipping experience, while continuing to spread the joy of rum globally.”

The new Appleton Estate 8 Year Old Reserve is a versatile aged rum, revealing aromas of spicy fruit and oak, followed by hints of honey, vanilla and signature orange peel note. Appleton Estate has also introduced an 8 year old minimum age statement to this rum.

Another innovation is the introduction of the permanent 15 Year Old Black River Casks, which pays tribute to the river that is central to Jamaica’s history of sugar and rum. Perfect for sipping neat or on the rocks, the new 15 Year Old Black River Casks is a rich and full bodied rum that reveals aromas of

toasted almond and delicate hazelnut followed by notes of intense orange peel, rich vanilla and subtle hints of medium roasted coffee and molasses.

The Appleton Estate rum collection in travel retail includes the Signature rum, 8 Year Old Reserve rum, 12 Year Old Rare Casks rum, 15 Year Old Black River Casks rum and 21 Year Old Nassau Valley Cask rum.