

St Lucia Distillers announces new packaging for Chairman's Reserve rum

By **Wendy Morley** on May, 9 2017 | Spirits & Tobacco



St Lucia Distillers, the sole distillery on the island of Saint Lucia and producer of award-winning rums has just revealed new improved packaging of their rum brand "Chairman's Reserve." Chairman's Reserve's new packaging is meant to embody the spirit of Saint Lucia.

To create this new packaging, St. Lucia Distillers acquired the services of an international design agency known for working with prestigious brands such as Grey Goose and Remy Martin. The new labels, though clearly upgraded, will still be instantly recognizable by the current Chairman's Reserve enthusiast community. "Chairman's Reserve will no longer be understated. The bold new look will say to the world what Chairman's Reserve drinkers already know - Chairman's Reserve is the finest rum in the world" says Margaret Monplaisir, Saint Lucia Distillers Managing Director. "The improved look also makes Chairman's Reserve a more fitting ambassador of all that is Saint Lucian."

As the brand continues to grow, the goal is for Chairman's Reserve to be enjoyed all over the world. "We expect the brand's rejuvenated direction to attract dynamic new distribution partners in priority global markets, which fit the strategy we have for Chairman's Reserve," says Matthieu de Lassus,

Chairman's Reserve Export Director. "Chairman's Reserve will compete more effectively at the international level in the premium rum category, and more broadly against all premium aged spirits."

With this vision, St. Lucia Distillers will re-release the brand "1931" as a super-premium reserve rum in the Chairman's Reserve portfolio. Now to be known as "Chairman's Reserve 1931," this rare aged rum will round off the new, polished portfolio of Chairman's Reserve. "Chairman's Reserve Forgotten Casks" will be available in July 2017 and "Chairman's Reserve 1931" in September 2017.