

The Appleton Estate 50 Year Old Jamaica Rum

Appleton Estate Jamaica Rum is proud to announce the release of a world first in Rum, the very rare Limited Edition Appleton Estate 50 Year Old Jamaica Rum – Jamaica Independence Reserve.

Appleton Estate 50 Year Old Jamaica Rum – Jamaica Independence Reserve comprises rums that have been aged for a minimum of 50 years in hand selected, oak barrels and it is believed to be the oldest rum available for sale in the world. Only 800 bottles of this very rare, Limited Edition bottling will be made available for sale around the world at a target Retail Price of US\$5,000 per 750ml bottle. The rums that make Appleton Estate 50 Year Old Jamaica Rum were specially set down over 50 years ago and very carefully managed over time to create this minimum aged 50 Year Old Rum to celebrate the 50th Anniversary of Jamaica's Independence. This very rare, Limited Edition rum was launched on June 7, 2012 at Jamaica House in Kingston, Jamaica and was attended by a number of dignitaries including the Prime Minister of Jamaica, the Most Honourable Portia Simpson- Miller. Mr. Paul Henriques, Managing Director of J. Wray & Nephew Limited, owners of the Appleton Estate Jamaica Rum brand, noted, “We are very proud of the Appleton Estate 50 Year Old Jamaica Rum – Jamaica Independence Reserve, believed to be the oldest rum available for sale in the world. This Limited Edition, minimum aged rum is truly an exceptional spirit that encapsulates the world-class Appleton Estate Jamaica Rum range and the Appleton Estate where we have been producing exceptional rums since 1749. “The Appleton Estate 50 Year Old Jamaica Rum will be sold on allocation globally through select, specialist premium retailers, exclusive style and classic on-premise partner accounts and select duty free stores around the world. It will be available for sale in Jamaica immediately after the launch on June 7 and will then be rolled out in key markets around the world.” The Appleton Estate 50 Year Old Jamaica Rum – Jamaica Independence Reserve is packaged in a bespoke hand crafted, crystal decanter whose design and shape was inspired by Appleton Estate Jamaica Rum's iconic bottle. The etchings and gold screen printing on the bottle take their cue from Jamaica's National Symbols and it is finished with a gold finished brass and cork stopper and presented in a black lacquered gift box with gold finished brass hinges. A commemorative booklet that outlines Jamaica's march to Independence and the journey of the Appleton Estate 50 Year Old Jamaica Rum is also included. Mr. Henriques added, “Just before Jamaica received its independence, several barrels of rums from the Appleton Estate were set aside to age to create a very special blend of 50 year old rum that would celebrate the 50th Anniversary of Jamaica's Independence. Now the 50 year journey from barrel to bottle is complete and the world can now share in this very rare and exquisite collector's item.”