

Appleton Estate Jamaican Rum Unveils Limited-Edition

Kobrand Spirits, a division of The Kobrand Corporation, introduces the extraordinarily rare Appleton Estate 30-Year-Old to the Appleton Estate Jamaica Rum collection, adding to its aged offerings of 21-Year-Old and 12-Year-Old, in the United States.

Appleton Estate adheres to the English law of minimum aging which mandates the age of the youngest rum in a blend be reflected on the label. Hand-crafted by Master Blender Joy Spence, each of the 744 limited-edition bottles of Appleton Estate 30-Year-Old available to the U.S. were created from individual marques of rum set to age in oak barrels for a minimum of 30 years ago. Featuring hand-selected marques of matured rum, the blends that make up Appleton Estate 30-Year-Old were first individually aged for eight years, then blended together and aged for an additional 22 years in the highest quality oak barrels. The result: A luxury product unmatched in taste, character and smoothness. True to English law standards of minimum aging, which mandates the age of the youngest rum in a blend is prominently displayed on the label, each of the 744 bottles available in the United States are accompanied by a certificate of authenticity. The handsome bottle is presented in a specially-created gift canister - a luxurious offering in keeping with Appleton Estate's unmatched level of elegance and taste. "We are proud to introduce Appleton Estate 30-Year-Old as part of the highly regarded Appleton Estate portfolio, adding to its respected aged offerings of 21-Year-Old and 12-Year Old," says Tom Congdon, vice president and managing director of Kobrand Spirits. "With such a unique blending and aging process, Appleton Estate 30-Year-Old exceeds consumer expectations and elevates the brown spirit category to a new level of elegance. Master Blender Joy Spence has deftly and successfully fashioned each individual bottle with care and precision, creating an incredibly complex yet delicate taste and we are proud to introduce her masterpiece to the world."

Steeped in heritage and a tradition of quality and excellence, Appleton Estate 30-Year-Old and the entire brand portfolio is created at the world-famous Appleton Estate, Jamaica's oldest sugar factory and distillery founded in 1749. Appleton Estate's slow distillation methods use small batch copper pots and column distillation which helps create richer, deeper flavor and more complex character to the brand portfolio. ABOUT APPLETON ESTATE JAMAICA RUM Appleton Estate Jamaica Rums are created at the world-famous Appleton Estate, Jamaica's oldest sugar factory and distillery, and are exclusively distributed in the US by Kobrand Spirits. Since 1749, these rums have been produced from meticulously cultivated sugar cane that is Estate-grown and harvested on the beautiful island of Jamaica. Appleton Estate Jamaica Rums delivers distinctive, rich, complex, luxurious flavors within its wide array of offerings. Appleton Estate signature rum brands are strictly Estate distilled using a proprietary yeast strain propagated from the sugar cane grown on the Estate, and produced through the painstaking combination of small batch copper pot and column distillation. With the ideal climate on hand, Appleton Estate Jamaica Rum matures in carefully selected, hand-crafted oak barrels. The process is finalized with the artful blending by Master Blender Joy Spence - the industry's first female Master Blender. The Appleton Estate is committed to preserving the environment and reducing its carbon footprint, making a significant investment in plant, equipment and training to ensure that all operations in the Nassau Valley, as well as in its head office in Kingston, are green. ABOUT KOBRAND SPIRITS Kobrand Spirits is a division of Kobrand Corporation which was founded in 1944 and to this day remains one of the few family-owned wine and spirits companies. Kobrand's expansive portfolio of wine and spirits was meticulously selected according to a single, unerring principle: quality. This continued focus has made the Kobrand name synonymous with wines and spirits of the highest caliber for over 60 years. Kobrand Corporation is the exclusive agent or brand owner for an outstanding selection of fine wines and spirits that include Appleton Estate Jamaica Rum, Maison Louis Jadot Burgundies, Champagne Taittinger, St. Francis, Sequoia Grove, Benziger Family Winery, Cakebread Cellars, Sassicaia, The Fladgate Partnership of Ports, Alize, Depaz Blue Cane Amber Rhum, Cafe Boheme Coffee Creme Liqueur and Delamain Grande Champagne Cognacs. SOURCE Appleton Estate Jamaica Rum