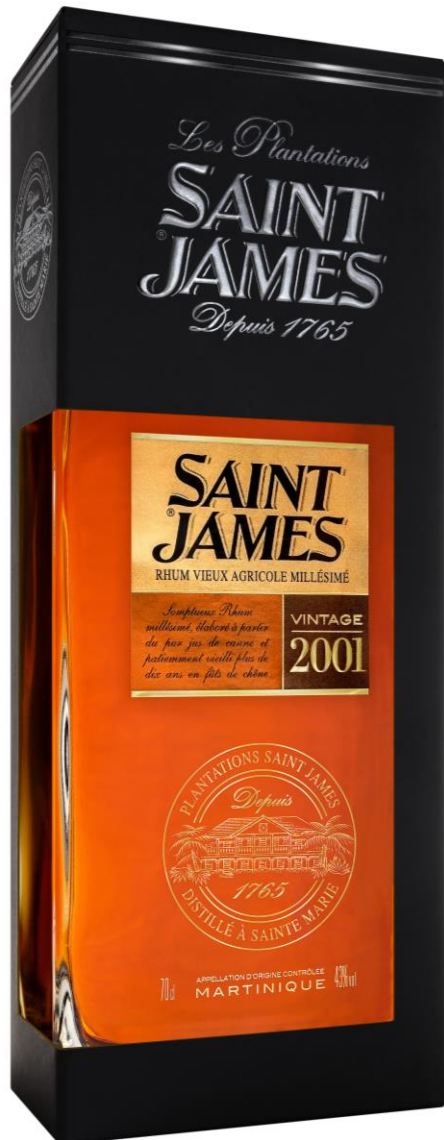


- PRESS RELEASE -

SAINT JAMES EXPANDS ITS PREMIUM RANGE WITH THE VINTAGE 2001

SAINT JAMES, the iconic Agricole Rum Distillery in Martinique will be in the headlines next October with its Vintage 2001. This wonderful rum will be released during the next International Tax Free Exhibition in Cannes. The development of the SAINT JAMES Rums participates to the enrichment of the Agricole Rum Appellation.



SAINT JAMES brilliantly masters the art of ageing and offers a large variety of exceptional old Rums brimming with complexity. SAINT JAMES is the inventor of Vintages Rum, with the first bottle dating back from 1885. SAINT JAMES Vintage 2001 benefits from the expertise and the legacy of the Distillery in Sainte-Marie, dating back to 1765 in Martinique. The *Appellation d'Origine Contrôlée* ensures a unique quality and a specific know-how.

From the long ageing process of over 10 years, emanates a unique interaction between the Rum from 2001 and the wood of the ageing casks. The reference will be presented in a very modern and elegant gift box highlighting the angular design of the bottle.

Tasting notes

Appearance:

Brown with shades of mahogany.

Nose:

Intense roasting aromas (cocoa and coffee) that find a perfect balance with notes of wood and dried fruits.

Palate:

Full-bodied smoothness associated with powerful woody and fruity flavours.

SAINT JAMES Vintage 2001 will be available next November 2017 worldwide.

RSP: 55€ / 70cl / 43%vol



About SAINT JAMES

SAINT JAMES Rums are born out of a 250-year-long history of passion and craftsmanship. The highly awarded SAINT JAMES Agricole Rums from Martinique, made from fresh sugar cane juice, are appreciated for their character and uniqueness. Distributed in over 50 countries, the famous square bottle brand is the N°1 worldwide Agricole Caribbean Rum. (Source: IMPACT Sept 2017)

About LA MARTINIQUAISE

An independent French group founded in 1934 by Jean Cayard, LA MARTINIQUAISE is a leading spirits group in France and features in the world top 10. The group has a turnover of 980 million euros and is proud to own four millionaire brands, LABEL 5 & SIR EDWARD'S Scotch Whiskies, POLIAKOV Vodka and NEGRITA Rum. (Source: DRINKS INTERNATIONAL 2017)

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Please drink SAINT JAMES Rums responsibly.