

# SAINT JAMES

- PRESS RELEASE -

## SAINT JAMES OENOLOGIST MARC SASSIER ELECTED PRESIDENT OF THE AOC MARTINIQUE



SAINT JAMES Oenologist Marc Sassier was recently elected president of the AOC Martinique, which protects the quality and integrity of Agricole Rums.

This prestigious *Appellation d'Origine Contrôlée* is an accreditation aiming to highlight and protect the essential link between Martinique's unique terroir, and the traditional craftsmanship of Rum makers. It's the only AOC worldwide for the Rum category.

To abide by the AOC, Rums must be produced from fresh sugar cane juice only, and therefore be *Agricole Rums*. But the control is way stricter in order to be marked "AOC Martinique" with regulations such as: sugarcane localization, harvest date or sugar-addition ban. Each AOC Rum production is thoroughly controlled by a representative of the accreditation, guaranteeing its sustainability.

We're celebrating this year the 20<sup>th</sup> anniversary of the AOC, which casts a special aura to this election. For the occasion SAINT JAMES release a Single Cask 1997, elaborated from the first AOC harvest and distillation. 70cl - 42.9°

Marc Sassier is influent in the Rum sphere and his know-how is esteemed worldwide: he was appointed *Maestro Ronero* during the International Rum Conference in Madrid, and he received the Guardians of Rum title from Italian Rum expert Luca Gargano.



### 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 Rum. (Source: THE IWSR 2017)

### About LA MARTINQUAISE

An independent French group founded in 1934 by Jean Cayard, LA MARTINQUAISE 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: IMPACT 2017)

### Contact:

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Please drink SAINT JAMES responsibly