



MOUNT GAY RUM LAUNCHES 1703 RARE CASK SELECTION IN THE UK

Leading UK drinks company, First Drinks has announced that Mount Gay Rum – the Rum that invented Rum – is to launch Mount Gay Rum 1703 Rare Cask Selection in the UK. The super premium 1703 Rare Cask Selection has been created to honour Mount Gay Rum’s rich history and heritage as the world’s oldest rum. It is blended from rums aged for between 10 to 30 years and will be available in prestige on and off-trade outlets from August with a RRP of £125.

1703 Rare Cask Selection will be aimed at discerning connoisseurs, primarily for gifting or special occasions. It will be targeted at exclusive on-trade accounts such as Movida, Mahiki, Cavendish No.5, The Ritz and The Dorchester.

In the off-trade it will be available in Harrods with other target stockists including Selfridges and Fortnum & Mason. Having secured a listing with Harrods, Mount Gay Rum will support the launch of 1703 Rare Cask Selection by showcasing it in a window display at Harrods’ flagship Knightsbridge store. Mount Gay Rum will carry out further customer-focussed activity with the luxury retailer in-store including tasting sessions.

Kathy Roe, Senior Brand Manager for Mount Gay Rum in the UK, comments: “Mount Gay Rum is the finest and oldest brand of rum in the world and in its 1703 Rare Cask Selection, it has created an entirely new rum of exquisite quality. We expect 1703 Rare Cask Selection to prove popular with discerning consumers who appreciate the finest quality spirits. The launch of this super premium variant in the UK will serve to showcase the quality of Mount Gay Rum’s award-winning range of rums.”

Mount Gay Rum 1703 Rare Cask Selection is to be introduced at an exclusive launch event at Cavendish No. 5 in London, where guests will include prominent bar and hotel industry representatives and trade and consumer media. Chesterfield Browne, International Brand Ambassador and Mixologist for Mount Gay Rum is flying in from Barbados to host the event and



lead a rum masterclass for guests, as well as carrying out staff training sessions for key trade accounts across London.

Taking its name from the year the famous distillery in Barbados was founded, Mount Gay Rum 1703 Rare Cask Selection is blended entirely from Mount Gay's prized reserves, each one created from the golden sugarcane and coral-filtered water of Barbados and then aged for 10 to 30 years.

For more information on Mount Gay Rum, please go to www.mountgayrum.com.

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For further information, please contact Kirsty Chant or Ben Egan at touch pr on 0870 774 0707 or email kirtsy@touch-pr.co.uk

Notes to editors:

Remarkably luminescent, Mount Gay Rum 1703 Rare Cask Selection presents a deep, rich bouquet of oak, caramel and leather, seamlessly intertwined with mellow notes of ripe banana, stewed fruit and soft spices that slowly and deliciously melt into a smooth, lingering finish. Unparalleled and unforgettable, 1703 Rare Cask Selection is an exquisite ode to Barbados and the art of ageing.