

✠

PLANTATION

- RUM -

US Media Contact: Manuela Savona
Savona Communications
Manuela@savonacommunications.com
+ 1 917.969.1275

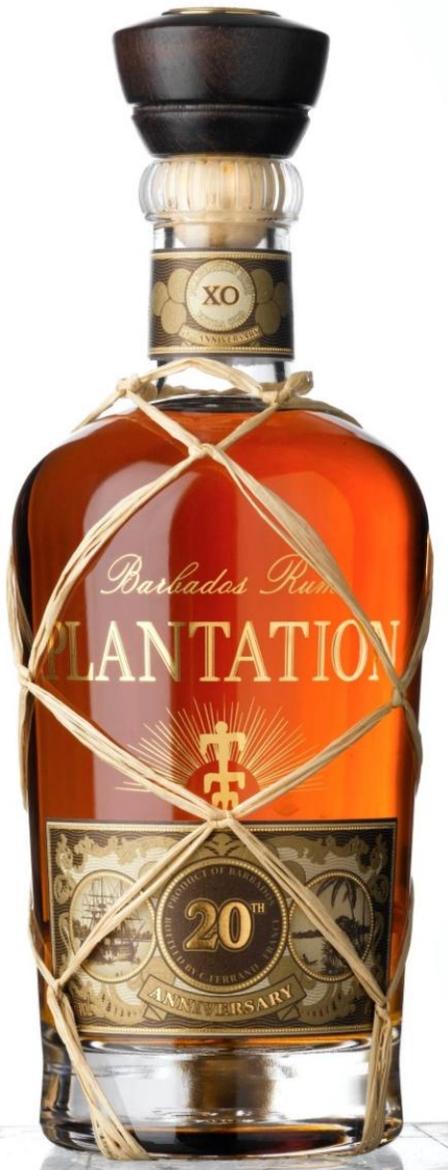
Europe Media Contact: Tiphane Grout
tgrout@cognacferrand.com
+33 6 33 93 75 70

PLANTATION SEES SOARING DEMAND FOR THE RUM THAT ALMOST WASN'T: PLANTATION 20TH ANNIVERSARY XO FROM BARBADOS

*Plantation 20TH Anniversary XO Originally Created As a One-Off Special Gift
Has Become The Flagship Expression In The Unique Plantation Portfolio*

Chateau de Bonbonnet, Cognac, France (May 15, 2013) – Alexandre Gabriel has been the head of esteemed Cognac Ferrand Estate, the birthplace of the artisanal spirits movement, for more than 20 years. His singular focus, from which he has not wavered in all these years, is to create exceptional Cognac, Gin, Curacao and Rum like [Pierre Ferrand Cognac](#), [Citadelle Gin](#) and [Plantation Rum](#). Upon the 20th anniversary as the head of this esteemed company a few years ago, his team of assistant cellar masters decided to present him with a very special spirit they had been working on for more than two years. This gem, which at the time was meant only as a special gift to their master blender, is **Plantation 20th Anniversary XO**. Today the global demand for this rum is so great, Gabriel is building a new warehouse in Cognac just for these casks.

The surprise was unveiled and presented to Gabriel at his anniversary party held at Chateau de Bonbonnet, home of Cognac Ferrand, in 2009. The team's idea was to create a special cask of rum that would bring into play all the "elevage" and aging techniques they used for Cognac blending. As Gabriel is passionate about rums from Barbados, this was the country and spirit they chose. They blended pot-stilled Barbadian rum, known for its rich aromatics and smooth texture, with column-stilled Barbadian rum, known for its lightness and elegance. It was also important that the rum followed the special double-aging that is unique to Plantation rums: first the rum is aged in its country of origin, and then it is finished in used casks at the Cognac Ferrand estate. The Barbados rums used in the 20th Anniversary XO blend are aged between twelve and 20 years in Barbados, which is quite old for rums. Once this special blend was created, it was placed in an old cask at Ferrand for a second aging of 18 months, longer than any other Plantation rum spends in the finishing casks.



The result was, and is, the ultimate expression of Ferrand's rum *elevage* and blending. When it was presented to Gabriel he was stunned not only for the thoughtfulness but at the exquisite taste of his gift.

"I was so proud of my team for making this special gift for me. I'm usually the one that creates the rum blends so I loved seeing their talent come through in the bottle," says Gabriel, who was recently named Rum Master Blender of the Year at the UK RumFest. "I made the decision right then, that night at the party, that we would bottle this beauty and release it for all to enjoy. The global demand for 20th Anniversary XO has exceeded my expectations."

What started as a mark of friendship and a simple gift has now turned into a commercial success. Plantation 20th Anniversary XO is now the fastest growing and most in-demand expression in the entire Plantation portfolio. Its soaring popularity across the globe has required Cognac Ferrand to construct a new warehouse just for the brand.

To put a proper face on this stellar rum that almost wasn't, this **June**, Plantation 20th Anniversary XO introduces its new look to the world. The flagship of the Plantation portfolio will now come encased in a tall, heavy-bottomed, thick glass bottle, displaying the distinguishing crisscross straw wrap that envelopes all Plantation bottles. This straw is homage to rum bottles of yore, when distillers used straw to protect rum bottles in transport from the islands to distant and thirsty shores. The new bottle will be introduced in the all markets where Plantation 20th Anniversary XO is currently distributed.

For those seeking rare rum treasures, the Plantation portfolio offers a collection of very different and unique rums that include blends and single cask/single vintage expressions that are available as limited editions.

BLENDS/CLASSICS

- **20th Anniversary XO** (Barbados)
Best in Class at RumXP 2012 and Gold Medal in 2011, 2010; Gold Medal at Rum Master UK 2012 and Master/1st Place at Rum Master UK 2011; Gold Medal at San Francisco Spirits Competition 2011;
- **Grande Reserve 5 Year Old** (Barbados)
Gold Medal at Int'l Wine & Spirits Competition 2012; Gold Medal at RumXP 2012, 2011 and Best in Class in 2010; 92 Points at Ultimate Spirits Challenge 2012;
- **Guatemala Gran Anejo** - *(to be introduced in April 2014)*
Gold Medal at RumXP 2013
- **3 Stars White** (Barbados, Trinidad, Jamaica)
Gold Medal at RumXP 2013 and Best in Class in 2012; Gold Medal Berlin RumFest 2012; Gold Medal at Int'l Wine & Spirits Competition 2012
- **Original Dark Overproof** (Trinidad)
Best in Class at RumXP 2013 and Gold Medal in 2012; 93 Points at Ultimate Spirits Challenge 2012
- **Original Dark** *(Trinidad; to be introduced July 2013)*
Best in Class at RumXP 2013

VINTAGES

- **Barbados 2000**
Gold Medal at RumXP 2012; 4 Stars/Highly Recommended in The Spirit Journal 2010;
- **Jamaica 2000**
Gold Medal at RumXP 2013 and 2011 and Best in Class at RumXP 2012; 93 Points at Ultimate Spirits Challenge 2011;
- **Grenada 2003** *(to be introduced June 2013)* - Gold Medal at RumXP 2013
- **Nicaragua 2001** *(to be introduced June 2013)*
- **Panama 2002** *(to be introduced June 2013)*
- **Trinidad 1999** *(to be introduced June 2013)*

ABOUT COGNAC FERRAND

Plantation Rum is produced by Cognac Ferrand, one of the world's premier boutique producer of fine spirits and the architect of the artisanal spirits movement. Cognac Ferrand has offices and production premises at Château de Bonbonnet in Ars, France and its brands are distributed in more than 40 countries. The brands available in the U.S. include the award-winning: Pierre Ferrand Cognac, Citadelle Gin, Mathilde Liqueurs, Plantation Rum, Landy Cognac, Cerbois Armagnac and Daron Calvados. For more information about Cognac Ferrand, visit www.cognacferrand.com. Plantation Rum is available in fine restaurants, bars, lounges and liquor stores nationwide. For more information, please visit www.plantationrum.com and www.facebook.com/PlantationRum.

#