

PLANTATION RUM INTRODUCES PLANTATION ORIGINAL DARK RUM FROM TRINIDAD

A True Double-Aged Dark Rum



Chateau de Bonbonnet, Ars, France (October 16, 2013) – Plantation Rum, the portfolio of double-aged rums produced by the venerable **Ferrand** house in France, announces the introduction of [Plantation Original Dark Rum](#). Plantation Original Dark is a blend of rums from Trinidad and Tobago, crafted by Alexandre Gabriel, the 2012 UK RumFest world’s best Rum Master Blender.

Plantation Original Dark is an aged dark rum **FIRST MATURED** in heavily charred American Oak barrels in the Caribbean which impart full-bodied flavors and a deep color. Gabriel then selects specific barrels, only the ones to his liking, and blends the rums. The base rum is aged three to five years and married with a full-flavored rum aged up to eight years. Then this rum blend is **AGED A SECOND TIME** for 10 to 12 months in medium-toasted Cognac Ferrand French oak barrels which impart nice spicy, tannin notes. This final aging fine tunes the blend and brings together all the aromas and flavors before bottling.

This **DOUBLE AGING TECHNIQUE** is the **signature of Plantation Rums** and allows Plantation Original Dark to blossom into a rich-tasting, aromatic yet elegant dark rum. The result is a rum ideal in any cocktails that call for a dark rum and in classic rums drinks like Mai Tais, Daiquiris and Rum Punches.

“Plantation Original Dark is all about the true and rich rum taste that works so well in cocktails”, says Alexandre Gabriel. “This is a rum made like rum used to be made, when it was full of flavors. We handpick each barrel, one by one and we blend the rums according to the ancestral *elevage** technique that we use at Cognac Ferrand. Some people call this ancient touch the “*rum funk*”. In the old days it was called the ‘*HOGO*’ derived from the

French ‘*Haut Gout*’ which means ‘*High Taste*’. I learned from an old cellar master that this is the way rum was blended in Europe in the 18th and 19th century. Artisanal rum is now captivating the epicureans, the lovers of the good things of life. Our passion is infectious!”

And the rum experts agree: “The new Plantation Original Dark rum is a delightful expression that delivers rich, warm tones of authentic Trinidad style spirit. This well balanced blend is highly recommended for cocktails that deserve a full-bodied rum component” says Robert Burr, publisher of Rob’s Rum Guide.

Plantation Original Dark was VOTED BEST IN CLASS FOR AGED RUMS in the 2013 RumXP tasting competition in Miami.

- MORE -

Patrick Sullivan, Executive Director of Bar Operations for **Legal Sea Foods** has chosen Plantation Original Dark for the restaurant’s **Spiced Pineapple Daiquiri**, to be served in 32 Legal Sea Foods Restaurants around

the country. The cocktail will appear on their cocktail menu from October 2013 through April 2014. "Plantation Original Dark brings a unique Caribbean authenticity to every rum based cocktail," says Sullivan. "This is how rum is supposed to taste. The flavors are rich, buttery and complex while being perfectly balanced and beautifully blended."

Spiced Pineapple Daiquiri

1 oz. Plantation 3 Star White Rum

1 oz. Plantation Original Dark Rum

1 oz. Spiced Pineapple Syrup (pineapple juice, bitter orange peel, ginger, cinnamon, nutmeg, sugar)

.5 oz. lime juice

Grated nutmeg finish

Shake all ingredients with ice and strain into a chilled cocktail glass.

Gabriel and his team are acutely attentive to each detail in Plantation's multi-step, involved and delicate production method. It is a process that from beginning to end takes years and could send the price of a bottle into the stratosphere. Not in the case of Plantation Original Dark where the 'cost' of the production method does not affect the price.

***NOTE TO EDITORS: Alexandre Gabriel explains *elevage* and Plantation's unique aging:**

All PLANTATION rums share a common style due to a special and distinctive technique and production philosophy only applied to Plantation. All Plantation Rums are first distilled in the Caribbean and aged there in Bourbon casks (American white oak) which imparts some vanilla and delicate coconut notes. The weather there is hot and humid which is good for a higher angel's share. The casks are then shipped to the Chateau de Bonbonnet in Cognac where they are transferred to casks in which Cognac has been aged for the unique Plantation Rum double aging. This refinement is unique because:

- In Cognac, the difference in temperature from summer to winter is good for the integration of wood tannins from the cask. This is a natural and known process called "tranchage" (something that the climate in the Caribbean does not provide).
- At Cognac Ferrand, we apply a 400 year old aging technique called "*elevage*". Instead of just putting the rum into a cask and then waiting until it is aged (simple aging), we taste every cask every 3 to 4 month to see how it is evolving. If a cask is getting too "hot" or "spicy" we transfer it to a more humid cellar. If it needs a little kick, we transfer it to a dry cellar. If it needs a touch of wood, we transfer it to a cask that has been "re staved" (an older cask has been rebuilt so one or a few planks of wood – stave - is new to add delicate touch tannins, but not a whole new cask which would be too brutal for an older rum).
- As any spirit, Rum needs to be hydrated with water to drinking proof. With Plantation we use a centuries-old technique called "*la methode des petites eaux*" where the water is also aged in casks that have previously contained rum in order to soften the water. Then we use this water, 3% at a time for the hydration instead of "raw" water all at once which often breaks the balance and the taste. This way the integration is perfect and seamless.

ABOUT COGNAC FERRAND and PLANTATION RUM

Plantation Rum is produced by the Ferrand house, one of the world's premier boutique producer of fine artisanal spirits. **The award-winning Plantation Rum portfolio includes rums from: Barbados, Guadeloupe, Guyana, Jamaica, Panama and Trinidad.** They are available in fine restaurants, bars, lounges and liquor stores nationwide. The Ferrand house has offices and production premises at Château de Bonbonnet in Ars, France and its brands are distributed in more than 50 countries. The brands available in the U.S. include the award-winning: Pierre Ferrand Cognac, Citadelle Gin, Pierre Ferrand Dry Curacao, Plantation Rum, Mathilde Liqueurs, Landy Cognac, Cerbois Armagnac and Daron Calvados and are imported to the U.S. by W.J. Deutsch & Sons. For more information about Cognac Ferrand, visit www.cognacferrand.com. For more about Plantation, visit www.plantationrum.com and www.facebook.com/PlantationRum.

###