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## RUM'S WHITE KNIGHT: PLANTATION RUM RELEASES

### PLANTATION 3 STARS

#### IT'S FIRST EVER WHITE RUM

*In A Portfolio Of Aged Rums, Plantation 3 Stars Demonstrates Cognac Ferrand's Blending Mastery, Expertly Marrying The Best Rums From Barbados, Trinidad and Jamaica*



**Chateau de Bonbonnet, Ars, France (March 19, 2012)** – The spirit masters at Cognac Ferrand, producers of the award-winning Plantation Rum portfolio, have their own special twist on rums: cherry picking the very best aged rums from around the Caribbean and Latin America and bringing them to Cognac to be refined for a second aging in their own Cognac barrels, a technique only performed by Ferrand. Now, for the first time ever, Plantation Rum introduces **its first white rum - Plantation 3 Stars**, named in honor of the three rum-producing stars of the Caribbean from which Plantation 3 Stars is crafted: Barbados, Trinidad and Jamaica. **Available now, Plantation 3 Stars (41.2% ABV) will retail for approximately 19€.**

Almost every rum company offers a white rum. But Cognac Ferrand proprietor Alexandre Gabriel wanted to make one that stood out from the rest using aged and un-aged rums and the company's exceptional Cognac blending skills. Gabriel says "Most white rums on the market today are either too neutral and too vodka-like or too rough and rustic. We wanted a rum that shows character, elegance, complexity and a great finish – the ideal rum for cocktails. Blending is not a science, it's an art because you are working with a product of nature. In Cognac, to become a great cellar master and blender it takes 20 years of practice and training. This is the know-how we bring to Plantation 3 Stars."

For Plantation 3 Star, Gabriel decided to use a 3-year aged Trinidad rum, carbon filtered to maintain its white color and to remove the heavier tannins while preserving the aromatics developed and refined by aging. Un-aged rums from Barbados and Jamaica are blended, along with a 12 year old rum from Jamaica. The Jamaican rum is an expensive ingredient but key to the taste of the overall blend. Each rum in the blend brings its own characteristics. Says Gabriel, "This is the beauty of blending, you can capture the best of each - Trinidad brings elegance and refinement, Barbados brings character and aromatics with fruit notes without being too heavy and Jamaican brings the funk, the touch that makes it a complete product."

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Tweaking the rum was a delicate process. In the end, Gabriel decided on a ABV of 41.2 percent. Says Gabriel, "I was dreaming about this rum and could mentally taste it before it was done so we worked relentlessly until we were there. We wanted character and personality but didn't want it too heavy taking away from our purpose which was to have a balanced and elegant rum exceptional for cocktails," said Gabriel. "We found the perfect balance at 41.2% alcohol by volume."

The white rum category is a competitive market cornered by huge corporations. Gabriel notes, "We are a small artisanal spirit producer so from a marketing perspective this product makes no sense. But on the other hand, we felt that we had it in us to create a hell of a white rum and could not resist the creative urge. We really worked long and hard at it and the process was exciting for everyone at Ferrand. We hope Plantation 3 Stars makes people's taste buds dance! After all, the work we do is for great pleasure - that's what we're all about."



### **TASTING NOTES: Plantation 3 Stars White Rum**

Keenly vibrant and well-balanced, Plantation 3 Stars displays the finesse and style of Trinidad and Barbados well integrated with the character and fuller flavors of Jamaica. On the nose it has delicate notes of tropical fruits intertwined with brown sugar and ripe banana. On the palate it displays subtle spices and floral notes with a finish of sugar cane and vanilla.

*"This is a great rum. The 3 island blend really does compliment each island perfectly and I feel for a rum like this, it will do very well. I am impressed by this rum and am honored to be one of the only people in London to try it first."*

Agostino Perrone, The Connaught Hotel, London

*"Alexandre Gabriel and his team have excelled themselves with the Plantation 3 Stars. One of the finest white rums I've ever tasted, with the character of each island clearly expressed and blended magnificently, creating a crisp and elegant, yet beautifully flavorsome spirit. It's destined to be the UK's 'go to' rum for Mojito's, Daiquiris or any mixed drink."*

Paul McFayden, UK Tiki Team, London

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## **THE PLANTATION PORTFOLIO OF RUMS**

Plantation 3 Stars joins the award-winning portfolio of Plantation Rums:

### ***The Classics***

- ◆ Original Dark 40% - Trinidad (Caribbean)
- ◆ Original Dark Overproof 73% – Trinidad (Caribbean)
- ◆ Grand Reserve 5 Year Old – Barbados (Caribbean)
- ◆ Gran Anejo – Guatemala (South America)
- ◆ 20<sup>th</sup> Anniversary – Barbados (Caribbean)

### ***The Historical Vintages***

- ◆ Trinidad 2000 Vintage (Caribbean)
- ◆ Barbados 2000 Vintage (Caribbean)
- ◆ Jamaica 2000 Vintage (Caribbean)

### ***The Exotic Vintages***

- ◆ Guyana 1999 Vintage (South America)
- ◆ Nicaragua 1998 Vintage (Central America)
- ◆ Panama 2000 Vintage (Central America)
- ◆ Grenada 1998 Vintage (Caribbean)

## **ABOUT COGNAC FERRAND and PLANTATION RUM**

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 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](http://www.cognacferrand.com) or on [Facebook](https://www.facebook.com/PlantationRum). The award-winning Plantation Rum portfolio is available in fine restaurants, bars, lounges and liquor stores nationwide. Plantation Grande Reserve 5 Year Old and Plantation Original Dark Overproof recently were named Finalists at Ultimate Spirits Challenge garnering 92 and 93 points respectively. For more information, visit [www.plantationrum.com](http://www.plantationrum.com) or [www.facebook.com/PlantationRum](https://www.facebook.com/PlantationRum).

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