

# Appleton Estate relaunches travel retail to drive rum category growth

Appleton Estate relaunches travel retail to drive rum category growth

.articleImgLeft{margin:.4rem 1.5rem 1.5rem 0;} .articleImgRight{margin:.4rem 0 1.5rem 1.5rem;}  
#article-page p.article-image-caption{ font-size:.8rem; margin:0 0 1rem 0; text-align:center;  
color:#111; line-height:1; } .breadcrumbs ul li a{background: transparent;}

[The Duty Free](#)  
[Industry's Regional](#)  
[Specialist](#)

## DutyFree

& Travel Retailing Magazine



[LinkedIn](#) [instagram](#) [youtube](#) [twitter](#) [facebook](#)

## DutyFree

& Travel Retailing Magazine

[LinkedIn](#) [instagram](#) [youtube](#) [twitter](#) [facebook](#)



### Regions

- [Americas](#)
- [Asia](#)
- [Gulf Africa](#)

### General

- [Advertising & Subscriptions](#)
- [E-Newsletter](#)
- [Digital Magazine & E-Series](#)
- [Media Kit](#)
- [View Magazine](#)
- [Duty Free Reader's Choice Awards](#)

### Contact

- Publisher  
Aijaz (AJ) Khan  
[aijaz@globalmarketingcom.ca](mailto:aijaz@globalmarketingcom.ca)

### Business News

- [Airlines & Airports](#)
- [Associations](#)
- [Industry News](#)

- [International News](#)
- [People](#)
- [Retailers](#)

## Brand News

- [Confectionery & Fine Foods](#)
  - [Fashion, Bags & Accessories](#)
  - [Fragrances, Cosmetics, Skincare & Haircare](#)
  - [Gifts & Children's Products](#)
  - [People](#)
  - [Spirits & Tobacco](#)
  - [Technology](#)
- 
- [Home](#)
  - [Global Duty Free](#)
  - [Brand News](#)
  - [Spirits & Tobacco](#)

October 14 2021 | Spirits & Tobacco

# Appleton Estate relaunches travel retail to drive rum category growth

By **Laura Shirk**

[SHARE](#) ↗

[SAVE PRINT](#)

Appleton Estate Jamaica Rum has relaunched in travel retail with newly designed packaging, a reimagined bottle and label, and the release of two new premium blends.

"We have significant ambitions for Appleton Estate, and the new brand visual identity paves the way on our path to drive premium+ rum growth in global travel retail.

"Not only is Appleton Estate one of the top five best-selling and trending brands in rum in 2021 [source: Drinks International 2021 as voted by the world's best bars], it is also well positioned to lead rum category premiumization in travel retail thanks to a powerful set of brand intrinsics," explains Leigh Irvine, Managing Director, Global Travel Retail, Campari Group.

He notes the brand's high quality production process; the vibrant energy of its Jamaican history and geography for creating in-store energy and engagement with consumers; and the new, sophisticated dark rum variants.

A sleek, contemporary version of the signature bottle shape is accompanied by a sophisticated new cork closure. Beneath the closure, the neck label illustrates Appleton Estate located in Jamaica's Nassau Valley, followed by an embossed '1749' stamp in the glass, marking the date of the estate's

establishment.

The new label tells the story of each rum blend, as well as details of the production process, which uses Jamaican limestone-filtered water during distillation. No flavors are added.

Also vital to the rums' quality and flavor profile is the commitment to minimum tropical ageing. Each drop of rum is at least as old as the age statement on the label and all rums are aged in the tropical climate of Jamaica, allowing for richer, fuller flavors to develop.

The centerpiece of this new label is the Appleton Estate Jamaica Insignia, where five iconic Jamaican design emblems unite to tell the story of Jamaica itself.

## **Celebrating Jamaican heritage**

Master Blender Joy Spence, who is celebrating her 40th year at Appleton Estate this year, says: "We're unveiling a fresh look for both our permanent collection of rums and our limited-edition versions, while maintaining our commitment to exceptional liquid. With this relaunch, Appleton Estate proudly celebrates our Jamaican heritage in a thoroughly modern way. I'm also excited to introduce two new blends as we enter a new era for our brand. We hope that our new look and feel elevates the high-end cocktail and the sophisticated sipping experience, while continuing to spread the joy of rum globally."

The new Appleton Estate 8 Year Old Reserve is a versatile aged rum, revealing aromas of spicy fruit and oak, followed by hints of honey, vanilla and signature orange peel note. Appleton Estate has also introduced an 8 year old minimum age statement to this rum.

Another innovation is the introduction of the permanent 15 Year Old Black River Casks, which pays tribute to the river that is central to Jamaica's history of sugar and rum. Perfect for sipping neat or on the rocks, the new 15 Year Old Black River Casks is a rich and full bodied rum that reveals aromas of toasted almond and delicate hazelnut followed by notes of intense orange peel, rich vanilla and subtle hints of medium roasted coffee and molasses.

The Appleton Estate rum collection in travel retail includes the Signature rum, 8 Year Old Reserve rum, 12 Year Old Rare Casks rum, 15 Year Old Black River Casks rum and 21 Year Old Nassau Valley Cask rum.

[Duty Free](#), [Travel Retail](#), [Appleton](#), [Rum](#), [Spirits](#)

---

REGION AMERICAS

Please enable JavaScript to view the [comments powered by Disqus](#).

## **Brand News**



October 27 2021

### **[Habanos SA launches travel retail...](#)**

Habanos S.A. has launched its new travel retail exclusive cigar range Romeo y Julieta Wide Churchills at the Habanos Premier...



October 27 2021

### **[Brown-Forman Travel Retail sets...](#)**

Brown-Forman's Global Travel Retail team has unveiled its commitments as part of the spirits group's overall corporate sustainability...



October 25 2021

### **DFS partners with Diageo and Inflyter...**

Diageo Global Travel has partnered with leading luxury operator DFS Group and travel retail company Inflyter to launch an...



October 24 2021

### **Ferrero Rocher surprises with the...**

For the first time in its history, the beloved Ferrero Rocher specialty is now being launched globally as a 90g Ferrero Rocher...



October 18 2021

### [Brown-Forman reinforces commitment...](#)

US liquor group Brown-Forman Corporation is joining RE100, a global environmental initiative,...



October 18 2021

### [J.Cortès and Oliva brands unite...](#)

In a move that consolidates and clarifies both its machine-made and handmade cigar divisions, J.Cortès and Oliva Cigars...



October 14 2021

### [Appleton Estate relaunches travel...](#)

Appleton Estate Jamaica Rum has relaunched in travel retail with newly designed packaging, a reimagined bottle and label,...



# MONARQ

drinks distribution & marketing group

October 14 2021

## [Asahi and MONARQ expand distribution...](#)

Following two years of working together on the Asahi portfolio in the Caribbean and Latin America, Asahi Beer USA and MONARQ...



October 13 2021

## [Cabeau underlines sustainability...](#)

US travel accessories company Cabeau is emphasizing its commitment to reducing its carbon footprint as it prepares to exhibit...

×

## Stay Informed!

Sign up below for up-to-date industry insight and information right in your inbox.

Subscribe Today  SEND

**DutyFree**  
& Travel Retailing Magazine

- [Business News](#)
- [Brand News](#)
- [Advertising & Subscriptions](#)

- [E-Newsletter](#)
- [Digital Magazine & E-Series](#)
- [View Magazine](#)
- [About](#)
- [Contact Us](#)

[LinkedIn](#) [instagram](#) [youtube](#) [twitter](#) [facebook](#)

Copyright 2021 DutyFree Magazine. All rights reserved. [Privacy Policy](#) [Sitemap](#)

Copyright 2021 DutyFree Magazine. All rights reserved. [Privacy Policy](#) [Sitemap](#)

Play