

PRESS INFORMATION

Rhum NEGRITA®

NEGRITA LAUNCHES NEW AÑEJO RESERVE - AN EXQUISITE AND COMPLEX RUM

NEGRITA, a leading force in the blended rum market, proudly presents Añejo Reserve, an intriguingly rich and satisfying new addition to its range.

Unlike its counterparts, NEGRITA White Signature and NEGRITA Dark Signature, Añejo Reserve is aged in ex-Bourbon casks, peppering its intense tropical fruit flavours with notes of mellow vanilla sweetness from the heady American oak. The result is a stunningly complex and diverse rum that will be appreciated as much by connoisseurs as it will tempt novices looking for something a little different.

New NEGRITA Añejo Reserve encapsulates everything that's intoxicating about the brand with a laid-back vibe that harks back to its Caribbean origins. NEGRITA is the drink to enjoy with family and friends, to spread that 'Caribbean Friendly' atmosphere wherever you are.

NEGRITA Brand Manager Marion Divaret said: "We are so excited to introduce this latest addition to our 'Friendly Caribbean' family. NEGRITA Añejo Reserve is a truly versatile rum that can either be enjoyed neat or as the backbone to your favourite cocktail.

"Our new Añejo Reserve adds diversity to the NEGRITA brand, complementing the already popular NEGRITA White and NEGRITA Dark Signature varieties. The range offers a broad flavour spectrum while promising consistently excellent quality and value."





TASTING NOTES

Only the finest Caribbean rums are selected to form NEGRITA Añejo Reserve's unique blend. The result is a vibrant and exciting mix that's a true feast for the senses with woody aromas on the nose and sumptuous summer fruits on the palate. Warm vanilla comes through from careful ageing in Ex-Bourbon casks but the heady sweetness of citrus and tropical fruits is ever-present.

PERFECT SERVE

Everyone has their favourite NEGRITA cocktail, whether it's a classic Mojito, sophisticated Cuba Libre or an aromatic Spiced Rum and Cola. NEGRITA Añejo Reserve is the ideal partner for the ultimate Old Fashioned and here's how to create the perfect one:

In a mixing glass, lightly muddle 1 orange peel.

Add a dash of bitters and 1 sugar cube, stir until dissolved.

Remove the peel and add 4 cl of NEGRITA Añejo Reserve.

Stir and pour into an Old Fashioned glass filled with fresh ice.

Bartender's tip: Spray a whiff of thyme distillate over your cocktail.

HISTORY

For more than a century, NEGRITA has built a strong reputation in the art of blending the finest rums from the sun-drenched shores of the Caribbean. Our product comes from centuries-old craftsmanship and expertise.

In 2016 its place as a major force in the rum market was further recognised with a string of accolades including Category Winner of White Unaged Rums at the World Rum Awards as well as a Silver Medal at the International Wine & Spirit Competition and Bronze at the International Spirits Challenge, both in the Dark Rum class. It also won Bronze in the Spiced Rum class at the IWSC.

ABOUT BARDINET

Founded in 1957, BARDINET is part of Group LA MARTINIQUAISE, a leading independent French spirits group selling a wide product range in more than 100 countries with a turnover of €980million.

BARDINET produces and distributes major brands worldwide including RHUM NEGRITA, SIR EDWARD'S Blended Scotch, BARDINET Brandy and GLEN MORAY Single Malt.

We have more than 150 years of expertise and a passion for creating brands which have conquered the world.

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