

PRESS INFORMATION

Rhum NEGRITA®

NEGRITA'S MASTER STROKE SCOOPS A TRIO OF AWARDS

Negrita rum has proved its mettle with a spectacular performance at the Rum Masters 2018, picking up three awards - a gold and silver medal as well as a coveted Master Medal.

Negrita Spiced, awarded the Master Medal in the hotly-contended Spiced Rum category, stood head and shoulders above its rivals, according to the independent judging panel.

Talking of Negrita Spiced, judge Matt Chambers, spirits journalist and co-founder of *Whisky for Everyone*, said: "This is a unique expression – it's one of the best spiced rums I've tried."

Singled out for its unique notes of white pepper and Sicilian lemon, the rum was a huge hit with the panel.

Adjudicators, made up of experienced industry professionals, spirits journalists and educators, included licenced trade executives Daawud Zepherin, Alessio Franzese and Nicola Thompson as well as journalist Matt Chambers and bloggers Chris Mathurin and Keegan Menezes. They were overwhelmed at the high standard of entries.

Negrita White Signature also had an outstanding reception at the competition, awarded a Gold Medal in the White Rum Standard category.

Judge Alessio Franzese, Executive Bar Manager at London venue The Kitty Hawk, praised the expression for representing great value for money and added: "I think this is unique as it has an intense aftertaste, which is unusual for a white rum."

Negrita Añejo Reserve, the brand's premium gold rum, also performed well in the Gold Rum Premium category with a silver medal.



ABOUT NEGRITA

Negrita's unrivalled quality and taste is the culmination of more than 100 years of expertise, honed by our dedicated team who've been mixing the finest Caribbean rums for generations. Its intense bouquet and perfect marriage of vanilla and fruit makes it a leading force in the blended rum market and the ideal partner for cocktails.



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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 SIR EDWARD'S, 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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