



The Exceptional Spirit

CANADIAN MEDIA COVERAGE  
DECEMBER 2010





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## Appleton Estate Jamaica Rum in the Media







*A look at exceptional coverage of Appleton Estate Jamaica Rum in Canada*



In October, 2010, Appleton Estate Jamaica Rum began outreach in the Canadian media market in the pursuit of building the brand's awareness through media relations. The fourth-quarter of 2010 presented the brand with the unique opportunity to highlight the rarest expression of rum in its portfolio – the Appleton Estate 30 Year-Old Jamaica Rum.

With only 644 bottles of the rare and sumptuous Appleton Estate 30-year-old having been shipped to the Canadian market, the media was quick to embrace the idea, and the rum has now been sampled by an extensive list of key lifestyle, spirits, wine and food writers while garnering articles and mentions in top, print and online media.

Click below to read the full article and learn more about the Appleton Estate 30 Year-Old Jamaica Rum...

National Post	Sharpformen.com	Globe and Mail	GlobeandMail.com
<p><b>Canada</b> <b>407,300</b></p>  <p><i>"It's time to open the really nice bottles," raves Adam McDowell in his review of the finest bottles worth giving for the 2010 holiday season.</i></p>	<p><b>Canada</b> <b>382,973</b></p>  <p><i>Appleton 30 year-old was listed as one of Sharp's top five spirit picks for its holiday "Drinking Man's Gift Guide"</i></p>	<p><b>Canada</b> <b>279,805</b></p>  <p><i>Appleton 30 year-old was featured in Globe and Mail's holiday "Last Minute Gift Guide."</i></p>	<p><b>Canada</b> <b>1,610,000</b></p>  <p><i>"Only 644 bottles of Appleton Estate were shipped to Canada this year," exclaims the caption in the online version of the gift guide. Frequented monthly by more than 1.6 million readers.</i></p>
<p><b>Beerbeatsbites.com</b></p> <p><b>Canada</b> <b>Circulation N/A</b></p> <p><i>Greg Clow notes the complex flavours of the rum and says "The mouthfeel is soft and silky, and the finish is long and warm."</i></p>	<p><b>JamesChatto.com</b></p> <p><b>Canada</b> <b>Circulation N/A</b></p> <p><i>James Chatto raves about the Appleton 30 year-old and says, "It's a superb rum with a smooth, lissom body."</i></p>	<p><b>Calgary Herald</b></p> <p><b>Calgary</b> <b>130,174</b></p> <p><i>Lisa Kadane loves the Appleton 30 year-old and notes that, "Aged rum, it seems, is coming into its own north of the tropics."</i></p>  <p><b>Darren Fabian, manager at Alloy, says class cocktails are making a comeback because pe are familiar with them.</b></p> <p><b>Photograph by: Ted Rhodes, Calgary Herald, Calgary Her</b></p>	<p><b>VintageAssessments.com</b></p> <p><b>Canada</b> <b>1,000,000</b></p> <p><i>Pairing spirits with chocolate for the holidays, Patricia Noonan recommends that, "The chocolate to go with this Christmas must be as voluptuous as this rum."</i></p>  <p><b>Best Seasonal Wishes</b> <b>Michael Vaughan &amp; Patricia Noonan</b></p>



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## Happy Hour: It's time to open the really nice bottles

Some will forbear to consume when the bottle cost \$50, for others the psychological barrier arrives somewhere between \$100 and \$200; a few will halt at some loftier figure still.

Whatever the mental price barrier, most of us hesitate to tackle all those “special occasion” bottles that pile up on the sideboard. We even miss a chance to drink them at this celebratory time of year in order to bathe in bubbly -- particularly on New Year's Eve. This year, I'm going to target my top-shelf booze for holiday consumption. Most came my way as freebies; drinks writing has its privileges and then some. I figure PR companies send me stuff so I can convey what it's like, the idea being you will go buy it, perhaps as a medium-ticket, last-minute Christmas gift. Herewith, some snifter-filling suggestions (all prices approximate cost in Ontario):

**Rum** If you are blessed in the wallet area, you could take a smooth, caramel-and-nutty swig of Appleton Estate 30 at \$500 a bottle. But for my money I like posh rums with more funk. Having recently and mysteriously been sent a bottle of Mount Gay 1703 (thank you, whoever), I'm not quite sure where in Canada it can be found other than my condo. And it won't last long there either. To me, it's the ideal rum, balancing dainty flavours like caramel and vanilla against rougher edges of tobacco, tar and leather, and it does all of that captivatingly. If you see it, buy it.

**Scotch** Single malts are by definition top-shelf. And you know what warms your heart (ahem, Lagavulin anything-year-old). But I feel compelled to give a holiday holla to couple of whiskies from the obscure Campbeltown region as they're armed with little marketing muscle. Longrow 10 year old (\$125) dances with nice Christmasy flavours of dark chocolate and orange, while Springbank 15 year old (\$140) adds peat smoke, strawberry and elderflower to that mix--unusual and delicious.

**Cognac** If you live in Alberta, seek out Martell XO, a sweetish and complex brandy suitable for slow sipping. Beyond that, just about any top-shelf Cognac is lovely to contemplate. It's my aim to get better acquainted in 2011 with Courvoisier and Hennessy XO, Hine anything and Martell Cordon Bleu.

**Canadian whisky** You can always luxuriate in Crown Royal Extra Rare (\$180), a sweet and gentle Ontarian. Wiser's Legacy (\$85) is a firmer, boozier and sour rye whisky; use it to make truly great versions of old-school cocktails calling for rye or Canadian whisky. I mixed up some Manhattans with it at a Christmas party, and while most appreciated the superior quality, I got the sense that others would have paid more attention if they'd tried it at an earlier stage of inebriation. Oh well. We acquire booze to drink it, not stare at it forever.



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## THE DRINKING MAN'S GIFT GUIDE

Strong drink is a classic, thoughtful gift. Here are five picks for the imbibers on your list.

BY GREG HUDSON

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**APPLETON'S 30 YEAR OLD RUM** The venerable, 260-year-old rum maker produced only 1,440 bottles of this nectar. It is exclusive; but, as the saying goes, if it doesn't hurt just a bit, it's not a gift. Made from hand-selected rums and aged for three decades, this impeccable spirit has hints of baked pear, orange and vanilla. It also has the pleasant, lingering flavour of once-in-a-lifetime indulgence. \$500; [appletonestate.com](http://appletonestate.com)

During the holidays, liquor is very nearly the perfect gift for every man on your list, from co-worker to priest to father-in-law, no matter what purpose they serve in your life. Let's be honest, strong drink is classic, thoughtful, and—at least during this time of more giving and less working—can be enjoyed immediately. Here are five favorites for the imbibers on your list.

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SEARCH SHARP

### MORE FOOD/DRINK



**Two Recipes from Marc Thuet's New Cookbook**  
We searched Marc Thuet's new opus—*French Food My Way*—for the most pull-off-able recipes to impress your guests. [more](#)



**Mark McEwan: Great Food at Home**  
If you've got the culinary chops, try your hand at these two mouthwatering recipes from Chef Mark McEwan's first cookbook—*Great Food at Home* (yes, the Bymark Burger is in the book too.) [more](#)



**The Best New Restaurants in Canada**  
Five new eateries—from casual dining to haute cuisine, from Vancouver to Halifax—that changed the culinary landscape this year. [more](#)







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## Last-minute gift guide: Over \$150

From Saturday's Globe and Mail

Published Friday, Dec. 17, 2010 4:01PM EST

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(Tim Fraser for The Globe and Mail)

[Hide caption](#)

Ya mon: Only 644 bottles of Appleton Estate 30-Year-Old Jamaica Rum were shipped to Canada this year, so get one while you can. \$500 at fine wine and spirits stores across Canada.



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jameschatto.com



The Appleton 30-year-old rum -  
wasted on pirates

**RUM** A great amber rum can hold its own against almost any other spirit. Appleton's 30-Year-Old is such a treasure. The distillery's Master Blender takes several individually oak-aged eight-year-old Jamaican rums, blends them and then puts them back into six barrels that once held Jack Daniel's Tennessee whiskey for a further 22 years. Six casks yield only 1,440 bottles and that is the number released every year – some of which have ended up at Vintages (CSPC 164103) right now and are selling for \$503 each. I have never heard of a more expensive rum. Is it worth the money? Sure, if you can afford it. Thirty years in wood is a very long time and a rum might be expected to emerge like the Count of Monte Cristo, all dried-out, embittered and obsessive, but this spirit survives the incarceration with cool equanimity. It's a superb rum, with a smooth, lissom body like good Armagnac. Appleton's telltale orange zest aroma is there on the nose but tightly braided with vanilla, caramel, raisin-studded butter tart and a hint of chocolate. The palate is delightfully refined and well balanced, not sugary (nothing so crass) but conjuring illusions of caramel sauce, toasted hazelnuts and the scent of a baked plum tart coming hot from the oven. The dryish finish is as smooth as the beginning, lingering into the distance without any bitter hook or wobbly vibrato. The only criticism I have ever heard levelled against this rum is that it is almost too elegant, too smooth and refined, in other words, not *rummy* enough. Which is as daft as saying a song can be too well sung. I urge you to buy a bottle – and then send it to me.

<http://jameschatto.com/>



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I'm generally not much of a rum drinker, but around this time of year, it tends to pop up in my drink rotation more often, usually mixed with a few glugs of egg nog and sprinkled with nutmeg. And of course, many of the cakes, cookies and other treats that my wife bakes for Christmas feature a healthy shot or three of rum as a key ingredient.

Using some good ol' Bacardi or Captain Morgan to mix or cook with is about as far as most people go with rum, but as I've [learned](#) on a [number](#) of [occasions](#) in the past couple of years, a high-end rum can be just as complex as a great whisky or bourbon. And like tequila before it, a few of those better bottles have started trickling into Ontario.

One of these is [Appleton Estate 30 Year Old Rum](#), which can be found at a select few LCBO locations (LCBO [164103](#)) in very limited quantities. In fact, it's limited all around, with only 1440 bottles available worldwide, and 644 for all of Canada. And as is usual in the world of high-end spirits, such rarity comes with a price – in this case \$503.00 for a 750 ml bottle.

By my reckoning, that means the cute li'l 50 ml sample bottle that was sent to me has a retail value of \$33.53 – or \$6.58 more than the full-sized bottle of [Sailor Jerry](#) that I picked up on the weekend for holiday nog quaffing. But just as it's not fair to compare a scarce single malt to a mass-produced blend, so should this copper-amber liquid be ranked on a completely different scale from the Captains and Sailors of the rum world.



With that in mind, I poured it into my favourite whisky glass, and sniffed & sipped it like a single malt. What I found was a remarkably complex spirit that revealed an array of aromas and flavours including caramel, marzipan, orange zest, bitter cocoa, dark sugar, vanilla, cinnamon, clove, raisins and wood. The mouthfeel is soft and silky, and the finish is long and warm, but not as hot as expected given the 45% abv strength.

I was sad to reach the end of the glass, but also pleasantly satisfied. If I had the money to spare, I'd be tempted to pick up a bottle, if only to blow the minds of a couple of whisky-loving friends the next time we get together for a few drams.

As noted above, Appleton Estate 30 Year Old Rum is available in limited quantities in Ontario, as well as most other provinces. It's also [available in the US](#), and perhaps elsewhere, but you'll likely have to hunt for it.



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**Darren Fabian, manager at Alloy, says classic cocktails are making a comeback because people are familiar with them.**

**Photograph by: Ted Rhodes, Calgary Herald, Calgary Herald**

## SIPPING RUMS

Described as “a masterpiece of perfect sumptuousness” in the Mount Gay Rum promotional video, the 1703, a 30-year-old rum, is meant to be enjoyed like a good single malt scotch or a fine brandy.

The above description is hyperbole, but the rum is good. So is the Appleton Estate 30-year-old Jamaica Rum that landed on my desk last month. Aged rum, it seems, is coming into its own north of the tropics.

Alloy’s Fabian says if there’s any one spirit patrons are requesting more of, it’s the one derived from sugar cane. “For us, it’s the high-end sipping rums,” says Fabian, who guesses the growing interest in rum has something to do with our British heritage and the colonial trade between England, the Caribbean and the colonies.

Read More:

<http://www.calgaryherald.com/life/Raising+cocktail+culture/4083287/story.html#ixzz1Axn0lQuU>



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**MICHAEL VAUGHAN'S**  
**Vintage Assessments**  
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 December 24, 2010 brought to you by The FOOD and BEVERAGE TESTING INSTITUTE of CANADA  
**In The Spirits**  
 by Patricia Noonan



**Best Seasonal Wishes**  
Michael Vaughan & Patricia Noonan



**Holiday spirits...and don't forget the chocolate**  
by Patricia Noonan

With the holiday season upon us, it's time to think about stocking up on all the things we love. To combat the shopping and party overload, I've devised my own little holiday special treats, with the help of Green & Black Organic Chocolate. Instead of over indulgence, it's nice to reward yourself with a little dram of something and some chocolate, instead. Naturally, there has to be a little bit of an educational bent to this. It's all about the pairing. During the holidays, we get to indulge a little...

**Gibson's Finest 12 Year Old Canadian Whisky** is an excellent pairing with the Green & Black Dark Chocolate with cherries. The initial rich vanilla and honey fruit aromas combined with dark fruit and the spicy component from the oak get a boost from the chocolate-cherries bar. A little goes a long way 750 ml/\$27.45

**Directions**  
 Place the nuts in a sealable jar.  
 Pour the bourbon over the nuts. Seal and allow to soak overnight.  
 Mix the butter and sugar; fold in the soaked nuts.  
 Form into 3/4" balls and refrigerate overnight.  
 Line a tray with waxed paper.  
 Melt the chocolate in the top of a double boiler over just-barely simmering water, stirring frequently and scraping down the sides with a rubber spatula to avoid scorching.  
 Roll the balls in the melted chocolate to coat; arrange on the prepared tray.  
 Keep stored in refrigerator until serving.

I caught up with **Marc Laverdiere**, The Macallan Ambassador in Canada and here's what he had to add.

**Macallan 12 or Macallan 18 Year Old Single Malts**  
 "Any Macallan aged exclusively in Spanish Oak Sherry Casks will be a natural pairing for dark chocolate with orange and spice, ginger included," Marc mentions, which I thought of as well, because of the notes of orange peel and spice in the aroma profile and the finish. 750ml/\$89.95, 750ml/ \$249.95

**The Macallan Fine Oak 15 or 17 Year Old Single Malts**  
 "If the cocoa concentration of the dark chocolate is around 70% or above, these chocolates will overpower our Fine Oak range which is too subtle for such intense cocoa flavour. With The Macallan Fine Oak 15 or 17 year olds, I would look for milk chocolate instead or a lighter dark chocolate," Marc adds. 750ml/\$129.95 750ml/\$199.95

**The Macallan Cask Strength** will be impressive paired to a dark chocolate with cherries or hazelnut and currant bar. At around 58% abv, this has the intensity to match extra dark chocolate," our brand ambassador says.

**Aberlour a'bunadh Single Malt** is a cask strength (59.5% abv!), non-chill filtered Speyside malt. While I expect the usual dark rich chocolate to work well with this, after 'liberating the malt' with some spring water, it's the dark chocolate with crunchy hazelnuts and sweet currants that play off each other. The dark chocolate with whole cherries works too, bringing out the fruity Oloroso sherry notes in the whisky, from that specific cask aging. 750ml/\$94.95

Finally, at the last minute, something rare and unusual comes my way to help cure the preposterous virus that's interrupting my final shopping.

**Appleton Estate Rum 30 Year Old Limited Edition** is available to only the select few who can source a bottle. Since only 1,440 bottles are available globally, and at approximately \$500 a bottle, the chocolate to go with this must be as voluptuous as this rum. With intense sugar and tropical fruit aromas, from banana to citrus peel and baking spices to boot, I would definitely wait to enjoy this with chocolate that melts at body temperature....

Aahhh, what's a gal to do after all that holiday shopping and partying is done?

Happy Holidays Everyone!