

PENNY BLUE

— XO —
SINGLE ESTATE
MAURITIAN RUM

Media enquiries

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PENNY BLUE MAURITIAN RUM WINS GOLD AT WORLD RUM AWARDS

The Indian Ocean Company and Berry Bros. & Rudd Spirits are delighted to have been awarded a Gold Medal in the World Rum Awards 2015.

Presented by TheDrinksReport.com, The World Rum Awards select, reward and promote the best Rum Taste and Design to consumers and trade across the globe.

Penny Blue XO Single Estate Mauritian Rum, Batch #2 is carefully matured in oak and bottled at the Medine Estate on the tropical Island of Mauritius. Each batch in the series is unique although there is continuity in overall style to retain the rich, smooth, fruity complexity that makes this single estate rum a real expression of its Mauritian terroir.

Luke Tegner, Brands' Director of Berry Bros. & Rudd Spirits, states; "This is a fantastic achievement for Penny Blue, highlighting the incredible lengths Douglas McIvor and Jean-Francois Koenig go to in creating such outstanding single estate rum."

Jean-Francois Koenig, Master Distiller at Medine Distillery added, "We are thrilled to win a gold medal at the World Rum Awards, the consistent excellence of the Penny Blue batches is cemented by this prestigious award."

Penny Blue Batch #002 tasting notes 43.2%

Appearance: Deep amber with golden highlights.

Nose: Tropical fruits with hints of eucalyptus, orange marmalade and rich oriental spices.

Palate: Round and balanced, soft with creamy oak, rich orange peel and crème caramel.

www.indianoceanrum.com/pennybluerum/

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Issued by Quercus Communications on behalf of Berry Bros. & Rudd Spirits.

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Notes for Editors:

About Berry Bros. & Rudd

Over 310 years ago, Berry Bros. & Rudd opened its shop at 3 St James's Street, opposite St James's Palace. Since its inception, Berry Bros. & Rudd has been a pioneering wine and spirits merchant. Today Berry Bros. & Rudd Spirits Ltd enjoys a super-premium portfolio including: Penny Blue, No.3 London Dry Gin, The King's Ginger, The Glenrothes and Berry's Own Selection.

The Indian Ocean Rum Company

The Indian Ocean Rum Company is a joint venture between The Medine Distillery and Berry Bros. & Rudd. The company integrates the unique expertise of both partners in order to produce and market exquisite rum.

The Medine Distillery is the oldest existing Mauritian distillery dating back to 1926. With its own sugar cane estate in the heart of the volcanic soil at Mauritius, the Distillery both grows top quality sugar canes and distils it into premium quality rums.

Penny Blue Mauritian Rum

Named after the world's rarest stamp, Penny Blue is a small batch Single Estate Mauritian Rum distilled at Medine. Doug McIvor from Berry Bros. & Rudd and Jean Francois Koenig, Master Distiller at Medine, handpick casks for maturation. The rums are natural in colour and un-chill-filtered. Being awarded as "Outstanding" with 5 stars by Difford's Guide (XO 2); winning Gold in the Spirits Business 2014 (XO 1, XO 4) and a Gold medal in the World Rum Awards 2015 (XO 2), the Penny Blue Mauritian Rums are not only popular with connoisseurs but are also recognised by the spirits industry as best in class.

www.indianoceanrum.com/pennybluerum/

The Pink Pigeon Rum

Pink Pigeon Rum is a Single Estate Botanically Spiced Rum produced at Medine Distillery. It consists of infusions of natural bourbon vanilla, orchid petals and orange peel – all selected by the Master Blender and Botanicalist, Alain Chatel. The rum is named after one of the rarest birds in the world, the pink pigeon which is indigenous to Mauritius. The Pink Pigeon Rum is a proud contributor to the conversation effort of the endangered bird.

The Pink Pigeon Rum is awarded with 4.5 stars as "Excellent" by Difford's Guide and is available to purchase online from www.bbr.com and www.amazon.co.uk.

www.pinkpigeonrum.com