



**APPLETON® ESTATE JAMAICA RUM UNVEILS NEW BRAND CAMPAIGN –  
“FROM JAMAICA WITH LOVE” – REVEALING THE RAW BEAUTY OF TRUE JAMAICA**

*New Agency of Record, ARGONAUT, Develops Creative Platform  
Leading Consumers Off the Beaten Path to Explore Premium Rum  
Carefully Crafted in the Heart of Jamaica*

**SAN FRANCISCO (AUGUST 11, 2014)** – Marking Jamaican Independence Day on August 6, [Appleton® Estate Jamaica Rum](#), the only premium rum crafted in the heart of Jamaica, unveiled its new brand campaign, “From Jamaica With Love.” This is the first marketing campaign from the brand’s new creative agency of record, San Francisco’s [ARGONAUT](#), which invites consumers to explore the raw beauty of the world beyond their every day.

For more than 265 years, Appleton Estate has produced a premium, quality Jamaican Rum. From cane to cup, Appleton Estate owns and manages each stage of the production process at the Appleton Estate in the Nassau Valley. This valley, also known as ‘Cockpit Country’ located in the St. Elizabeth Parish of Jamaica, was formed 12 million years ago, providing a fascinating *terroir* of unique limestone hills, rich soil and deep, clear springs, imparting a unique character to the rums of the Appleton Estate Jamaica Rum portfolio. “From Jamaica With Love” encourages consumers to venture off the beaten path and explore beyond the beaches to find the heart of Jamaica, the true Jamaica well beyond the stereotypes.

“Appleton Estate Jamaica Rums are carefully hand-crafted in the lush, sun-drenched Nassau Valley, which has superb natural resources that contribute to the defining essences of our award-winning rums’ taste and character,” said Andrew Floor, Senior Marketing Director, Dark Spirits at Campari America. “This new marketing campaign allows us to offer consumers a window into an authentic Jamaica – a Jamaica that delivers rum with a distinctive, rich and complex flavor found nowhere else in the world.”

“In order to be successful with this campaign, we made it a priority to send a team to Jamaica to experience first-hand the splendor of Appleton Estate and the Nassau Valley to capture the authenticity of Appleton Estate Jamaica Rum,” said Jordan Warren, President, ARGONAUT. “As a result, the ‘From Jamaica With Love’ campaign gives a glimpse into the people, the beautiful Estate and the unique methods that create the only premium rum from Jamaica.”

Authenticity is the lifeblood of the Appleton Estate: from the meticulously cultivated sugar cane that is grown and harvested on the property, to the deep, sparkling blue water source; to the artful blending by Master Blender Joy Spence – the industry’s first female master blender.

Appleton Estate Jamaica Rum unveiled the new marketing campaign on August 6, a day of national pride for Jamaicans, as they celebrate the big, bold spirit of their country on Jamaican Independence Day. The “From Jamaica With Love” campaign depicts images and videos of the authentic, undiscovered Jamaica, the soulful Jamaican people and the craftsmanship in the brand’s unique cane to cup production process. Each image prominently features intriguing and authentic Jamaican patois phrases, such as, “Everything Come From Scratch,” and “A Shut Eye See Nothing New.”

In the video “[Anthem](#),” a variety of scenes showing the physical splendor of Jamaica, the Jamaican people’s unwavering sense of optimism, and the passion for producing Appleton Estate

Jamaica Rum with time-honored and unique traditions, are all portrayed with special music that comes from an unexpected place. During a visit to the Appleton Estate's cooperage, where barrels are made, two gentlemen responsible for hammering the rum barrels to seal them offered to play a song using their hammers and barrels. The two men began playing in perfect unison, which was captured on video. As Brushy One String, one of the most innovative and charismatic musicians in Jamaica, listened to the beat for the first time, he immediately wrote the corresponding lyrics that are heard in "Anthem." The videos will be part of a digital execution through a partnership with Sharethrough, and can also be seen on the Appleton Estate Jamaica Rum [YouTube](#) page.

"It's rare to find a brand with such a rich and deep story waiting to be told," said Hunter Hindman, Chief Creative Officer, ARGONAUT. "All we had to do was show up and turn the cameras on. The rest revealed itself to us as we pushed deeper into Jamaica's rich interior and found the birthplace of Appleton Estate Jamaica Rum."

The campaign creative will be released in out-of-home, print and digital executions. In addition to the digital partnership with Sharethrough, out-of-home will appear in key markets including Austin, Texas, Atlanta, Miami, Portland, Ore. and Columbus, Ohio.

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#### **About Appleton® Estate Jamaica Rum**

The Appleton® Estate is the oldest sugar estate and distillery in Jamaica in continuous production and is located in the heart of the Nassau Valley. The first known documentation of rum production at the Appleton Estate is dated 1749. The expressions that make up the Appleton Estate range of premium aged rums include Appleton® Estate V/X Jamaica Rum; Appleton® Estate Reserve Jamaica Rum; Appleton® Estate 12 Year Old Jamaica Rum, Appleton® Estate 21 Year Old Jamaica Rum and Appleton Estate 50 Year Old Jamaica Rum – Jamaica Independence Reserve, which is the oldest rum in the world and was released on the 50<sup>th</sup> anniversary of Jamaica's independence. All Appleton Estate rums are produced exclusively on Appleton Estate owned property using time-honored traditions that have been passed down from generation to generation. Each rum is carefully hand-selected and blended by Master Blender Joy Spence, the world's first female master blender in the spirits industry and one of only three female master blenders currently active in the world. Appleton Estate Jamaica Rum is Jamaica's leading premium rum brand is available in more than 50 countries around the world.

#### **About ARGONAUT**

ARGONAUT is an advertising agency based in San Francisco, California, founded in March 2013 by industry veteran Jordan Warren and creative team Hunter Hindman and Rick Condos, along with Max Heilbron as Head of Strategy, Robbie Whiting as Head of Creative Technology and Production, and Conal O' Doherty as Head of Growth.

#### **About Campari America**

Campari America is a wholly owned subsidiary of Davide Campari-Milano S.p.A. (Reuters CPRI.MI - Bloomberg CPR IM). At the heart of Campari America are two legends in the American spirits industry. The first, Skyy Spirits, was founded in San Francisco back in 1992 by the entrepreneur who invented iconic SKYY Vodka. The second is the world-famous Wild Turkey Distillery in Lawrenceburg, Kentucky, where they have been making the world's finest whiskies since the 1800's. Both companies were purchased by Davide Campari-Milano and together they form Campari America, which has built a portfolio unrivaled in its quality, innovation and style, making it a top choice among distributors, retailers and consumers. Campari America manages Gruppo Campari's portfolio in the US with such leading brands as SKYY® Vodka, SKYY Infusions®, Campari®, Wild Turkey® Straight Kentucky Bourbon, American Honey®, Russell's Reserve®, Glen Grant® Single Malt Scotch Whisky, Forty Creek® Whisky, Cabo Wabo® Tequila, Espolón® Tequila, Appleton® Estate Rum, Wray & Nephew® Rum, Coruba® Rum, Ouzo 12®, X-

Rated® Fusion Liqueur®, Frangelico®, Cynar®, Carolans Irish Cream®, Irish Mist® Liqueur, Sagatiba® Cachaça and Jean-Marc XO Vodka®.

Campari America is headquartered in San Francisco, California. More information on the company can be found at [www.campariamerica.com](http://www.campariamerica.com), [www.facebook.com/campariamerica](https://www.facebook.com/campariamerica), Twitter: @CampariAmerica and [www.camparigroup.com](http://www.camparigroup.com). Please enjoy Campari America brands responsibly and in moderation.

**ABOUT [GRUPPO CAMPARI](http://www.camparigroup.com)**

Davide Campari-Milano S.p.A., together with its affiliates ('Gruppo Campari'), is a major player in the global beverage sector, trading in **over 190 nations** around the world with leading positions in Europe and the Americas. The Group was founded in 1860 and today is **the sixth-largest player worldwide** in the premium spirits industry. The Group's portfolio, with over 50 brands, spans spirits, the core business, wines and soft drinks. Internationally-renowned brands include [Aperol](#), [Appleton](#), [Campari](#), [Cinzano](#), [SKYY](#) and [Wild Turkey](#). Headquartered in Sesto San Giovanni, Italy, Campari owns 16 plants and 4 wineries worldwide and has its own distribution network in 18 countries. The Group employs over 4,000 people. The shares of the parent company, Davide Campari-Milano S.p.A. (Reuters CPRI.MI - Bloomberg CPR IM), are listed on the Italian Stock Exchange since 2001. For more information: <http://www.camparigroup.com>  
Please enjoy our brands responsibly.

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