



BARBADOS 2011
Press Release

PLANTATION BARBADOS 2011, AN UNDISCOVERED JEWEL FROM BARBADOS

Plantation continues to crisscross the ocean with the launch of their latest release, a product of shared passions and rich tradition – PLANTATION BARBADOS 2011. This jewel is the treasure of the West Indies Rum Distillery's master distiller Don Benn and Alexandre Gabriel, creator and master blender of Plantation Rum, the meeting of the 'Four Hands Program' sharing their exceptional distilling knowledge and friendship.



“We treasure all of our rums.
Sometimes these treasures are buried in the land
that no man travels to.
Resting quietly, awaiting the perfect opportunity to
be rediscovered and to re-emerge.
2011 was a great year to bury treasure...”

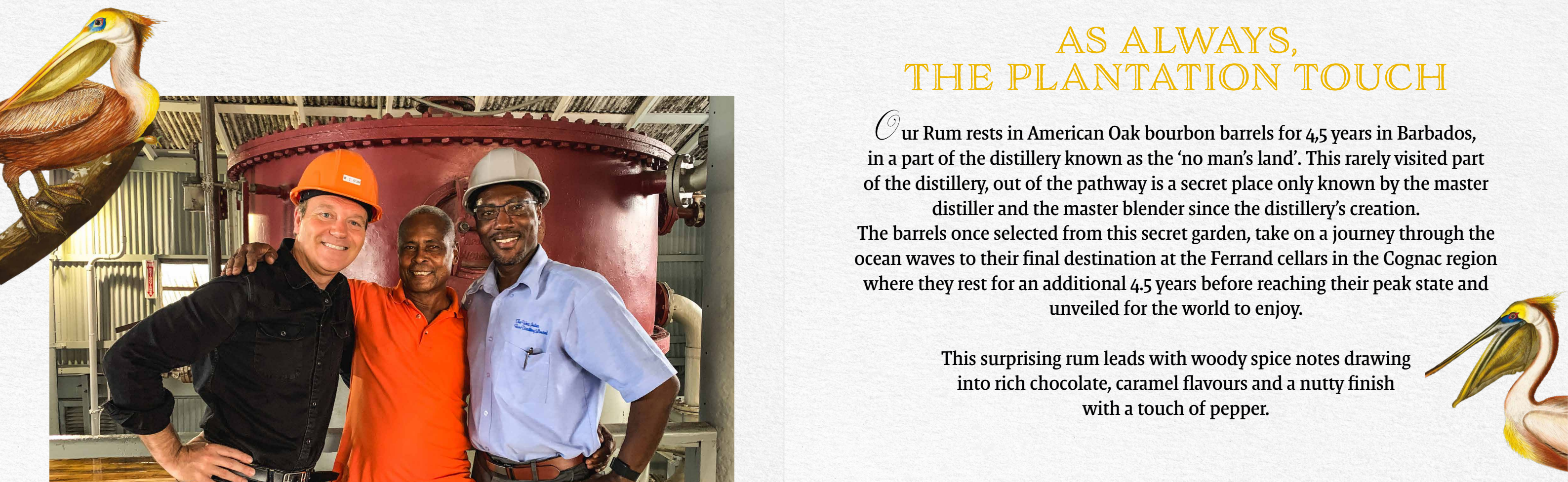
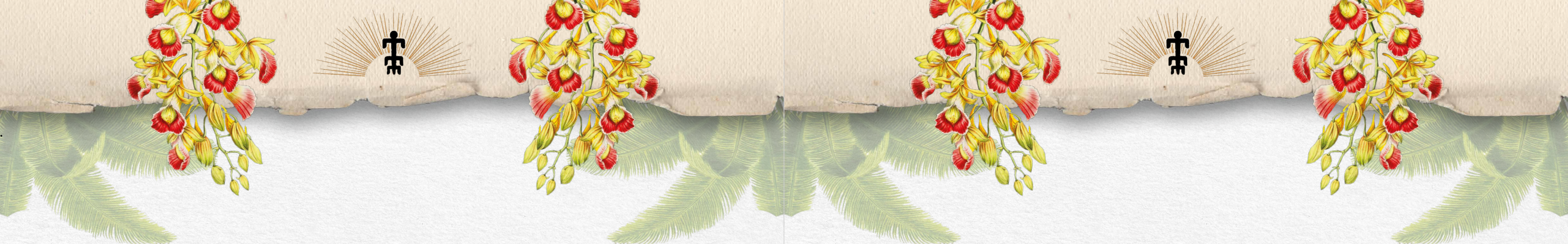
Don Benn

Plantation Barbados 2011 derives from the birthplace of rum, the Caribbean island of Barbados where rum production began back in 1621. The West Indies rum Distillery (WIRD) created in 1893 and located on a gorgeous beach with pristine turquoise waters, produces exceptional Barbadian rum, with this brand-new release being a cut above with only 24 casks produced.

This rum sparked especially keen interest from both Alexandre Gabriel and the WIRD master distiller, Don Benn who has worked at the distillery for over 22 years and considers each barrels their babies.

Barbados 2011 stands out due to its unique journey of almost forgotten solitude to a period of intense movement inside the barrels.

Plantation Barbados 2011 is a blend of both column and the famous Gregg Farm pot stills to which dates back to the 1880's.



AS ALWAYS, THE PLANTATION TOUCH

Our Rum rests in American Oak bourbon barrels for 4,5 years in Barbados, in a part of the distillery known as the ‘no man’s land’. This rarely visited part of the distillery, out of the pathway is a secret place only known by the master distiller and the master blender since the distillery’s creation. The barrels once selected from this secret garden, take on a journey through the ocean waves to their final destination at the Ferrand cellars in the Cognac region where they rest for an additional 4.5 years before reaching their peak state and unveiled for the world to enjoy.

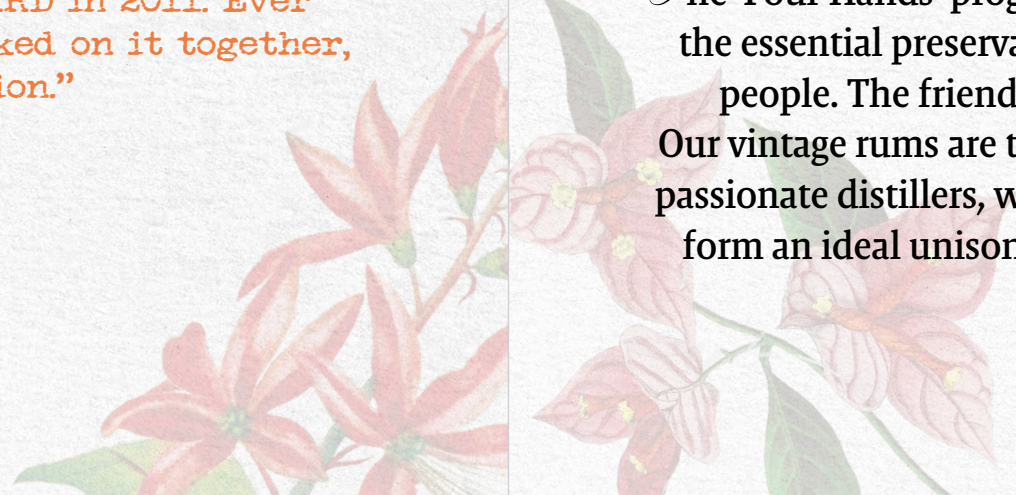
This surprising rum leads with woody spice notes drawing into rich chocolate, caramel flavours and a nutty finish with a touch of pepper.

PLANTATION’S ‘FOUR HANDS PROGRAM’

The ‘Four-Hands’ program exemplifies the philosophy at the heart of the brand: the essential preservation of rum cultures, their traditions but most of all the people. The friendships and relationships are what drives this initiative. Our vintage rums are the fruit of inspired collaboration between Alexandre and passionate distillers, who work together to select and blend the barrels that will form an ideal unison. Like pianists, they share a keyboard to perform a duet.

“Coming from a farming background, I learned early on that great things are the result of dedication, patience and hope. This Barbados Vintage rum was distilled at WIRD in 2011. Ever since, our French and Barbadian teams have worked on it together, nurturing it to delicious perfection.”

Alexandre Gabriel



THE PLANTATION VINTAGE COLLECTION BIRDS OF PARADISE



Each year, Plantation Rum introduces a new series of Vintages that are incredibly rare and sought after that are hugely prized by rum collectors around the world.

This year, 2020, the theme is 'Birds of Paradise' and the bottle label of Plantation Barbados 2011 showcases a testament to Barbados, the brown pelican, the symbol of the island and also found on the Barbadian flag.

The pelicans have mostly now left the island aside from a special one. He flies onto the shore in front of the distillery most lunchtimes and likes to show off in the shallows, ensuring he puts on a great display for all the staff enjoying their lunch.

TASTING NOTES PLANTATION BARBADOS 2011 51,1% ABV

Colour: Amber.

Nose: It opens with woody and spicy notes with cinnamon, pepper and ginger, then it becomes fruitier with raisins, prune and citrus peel with hazelnut and almond in the background.

Palate: Gentle at first and very fruity on raisins and walnut, it then becomes stronger and dryer with tons of chocolate, caramel, vanilla and nutmeg with some dried flowers and cooked fruits and citrus peel building up sip after sip.

Finish: Long on prunes, nuts, chocolate and pepper.



*Plantation Barbados 2011 Limited Edition will be available internationally.
From September 2020 at the recommended retail price of 55 euros.*



ABOUT PLANTATION RUM

*P*lantation Rum and its signature raffia-wrapped bottles can be found on the world's finest tables and in the most prestigious bars and retailers. Resulting from a unique savoir-faire, each expression showcases the flavors of a specific heritage and terroir, deepened by the double ageing technic has now become Plantation's signature, as per centuries old tradition, first aged in the tropics, then further aged in French Oak casks in Cognac, France. The Plantation range, through its originality, quality, diversity and innovative techniques inspired by historical research, has won the hearts of rum lovers all over the world.

Expressions such as Stiggin's Fancy Pineapple (voted three times "Best spirit in the world") and Barbados XO 20th Anniversary are now classics. The man behind it: A committed perfectionist, Alexandre Gabriel, Plantation's Founder and Master Blender whose near-constant research unearths historical production techniques that he shares with his equally committed team. Today, Alexandre is recognized as a standard bearer among the great distillers and cellar masters.



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