



LA MARTINIQUE

FOR IMMEDIATE RELEASE

Contact: Géraldine Rome
Martinique Promotion Bureau
T: 212-838-6887
E: geraldine.rome@atout-france.fr

Steve Bennett
SBPR Corp.
T: 305-213-8074
E: Steve@SBPRcorp.com

LATEST ACCOLADES FOR RHUMS OF MARTINIQUE CEMENT ISLAND'S STATUS AS 'THE RUM CAPITAL OF THE CARIBBEAN'

Rhum JM's top prize at 2016 Spirits Selection by Concours Mondial de Bruxelles headlines a series of recent notable achievements by Martinique's celebrated rum producers

NEW YORK, NY (October 12, 2016) – The Rhums of Martinique are on a roll, earning accolades and innovating exclusive new products further cementing the island's status as The Rum Capital of the Caribbean.

Rhum JM – World's Finest Spirit

Rhum JM, among Martinique's most celebrated heritage brands, received the top overall award at the recently concluded Concours Mondial de Bruxelles. The event widely lauded as the "World Championship for Wine and Spirits," attracted more than 10,000 wine and spirit entries from around the world. Rhum JM topped them all, taking home the Spirit Selection Best Trophy awarded annually to the world's best overall spirit. Rhum JM also took home two gold medals in the agricultural rum category for the JM Armagnac Cask Finish and the JM 1999 Vintage (15 years). Concours Mondial de Bruxelles awards were determined by 75 professional tasters representing 24 individual countries.

Rhum Clement – World's Most Expensive Bottle of Rum

Raising the bar on exclusive connoisseurial spirits to new and heretofore unimagined levels of luxury, Martinique's famed Rhum Clement recently formed an alliance with elite French jeweler Tournaire to launch the world's most expensive bottle of rum. Espousing Tournaire's signature style of exquisite architectural jewelry, the new Clement-Tournaire bottle is distinguished by a miniature replica of the historic Great House located on the grounds of the Rhum Clement Distillery carefully crafted to exacting detail in gold and diamonds. Treasures extend within the bottle as well, with vintage 1966 Clement equaling the jewels atop the bottle. Estimated price: 100,000 euros.

Rhum Neisson – World's First Certified Bio Organic AOC Rum

Rhum Neisson, the smallest rum-producer in Martinique and the last 100% family-owned distillery on the island, announced recently that it has secured the world's first bio-organic certification for rum. The designation was made by ECOCERT, a certification organization founded in France in 1991 by agronomists to develop agriculture that respects the environment and provide recognition to those who engage in this organic farming. ECOCERT-approved bio-organic rum produced by Rhum Neisson will be available for purchase in Martinique beginning in December 2016.

Muriel Wiltord, Director Americas for the Martinique Promotion Bureau, commented on the latest developments within the island's rum industry, saying: "Our island-wide 'Route des Rhums' tour connecting all 10 of Martinique's distilleries has always been a great attraction for spirits lovers. Now, with these latest awards and innovations, a rum journey to Martinique is even more of a must."

Just as wine lovers travel to France to tour La Route des Vins to discover the finest wines, spirits enthusiasts can revel in the best rums by traveling Martinique's Route des Rhums.

The island has 10 distilleries producing more than 15 varieties of rums du terroir, as well as many local liquors made from rum. A visitor will soon realize that there is a rum for every palate, and the passionate connoisseur will appreciate Martinique's vintage dark rum, often compared to a superb cognac.

Free samples are available at each distillery. Visitors can also purchase local rums throughout the island, including upon departure from Lamentin Airport at La Case à Rhum.

For more information on travel to Martinique, please visit www.us.martinique.org. For the latest, up-to-date Martinique Promotion Bureau press kit, visit www.martiniquepresskit.com.

About Martinique (www.martiniquepresskit.com)

The Caribbean Island with French Flair, The Isle of Flowers, The Rum Capital of the World, The Isle of the Famed Poet (Aimé Césaire) – Martinique ranks among the most alluring and enchanting destinations in the world. As an overseas region of France, Martinique boasts modern and reliable infrastructure – roads, water and power utilities, hospitals, and telecommunications services all on par with any other part of the European Union. At the same time, Martinique’s beautifully unspoiled beaches, volcanic peaks, rainforests, 80+ miles of hiking trails, waterfalls, streams, and other natural wonders are the equal of neighboring Dominica to the north and St. Lucia to the south, so visitors here truly get the best of both worlds. The currency is the Euro, the flag is Le Tricolour, and the official language is French, but Martinique’s character, cuisine, musical heritage, art, culture, common language, and identity are of a distinctly Afro-Caribbean inclination known as Creole. It is this special combination of modern world conveniences, pristine nature, and rich heritage that has earned for Martinique several notable distinctions in recent years, including being ranked in the Top 16 Places to go in 2016 by Condé Nast Traveler, named as a “Must-Visit” destination for 2015 by *Caribbean Journal*, “Best Caribbean Destination” by *About.com*, and “Top Caribbean Island for Delectable Dining” by *Caribbean Travel + Life*. The Bay of Fort-de-France, which fronts Martinique’s charming capital city, was also inducted into *The Club of The Most Beautiful Bays in the World*. Martinique’s storied history further stirs travel passions. Napoleon’s bride, Empress Josephine, was born and raised in Martinique, while the majestic Mt. Pelée volcano and St. Pierre, *The Pompeii of the Caribbean*, are found here.

A special place, to be sure, with so much to offer – *Martinique c’est magnifique!*

#