



PRESS ADVISORY

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Launch of the World's First Ultra Premium Rum in United States

WHAT

RHUM CLEMENT reacts to the evolving trends of the cocktail generation and creates a new category!

PREMIERE CANNE is the world's first ultra-premium white rum

Combined with gorgeous and sophisticated packaging, RHUM CLEMENT's PREMIERE CANNE is the spirit which will lead the next wave of the cocktail generation.

PREMIERE CANNE is made from pure Martinique sugar cane rather than molasses, lending the finished rum all of the flavor and aromatic qualities from the specific variety of sugarcane and the "terroir". A long reduction period results in a silky smooth elegance and superb body and balance, essential for the best cocktail.

RHUM CLEMENT will also launch two other products from our range:

- **Liqueur Creole SHRUBB** is a blend of white and aged rum infused with spices and bitter orange peels to give it a flavor profile such as Grand Marnier. It is the perfect after dinner drink with ice or it can be a unique compliment to already popular cocktails such as the Clémentrita (our version of the Margarita) and the Clément Cosmo. It is also widely used in cuisine and pastry.
- **CLEMENT VSOP Rum** has long been the identity of **Rhum Clément**. The **superb alchemy** between rum and wood orchestrated by the **Cellar Master** is what gives



Clément VSOP its unique personality and well-deserved notoriety. It is the ideal rum to sip **neat** in a snifter with a cigar, on the rocks, or enjoy in your favorite cocktail. Along with several of our **aged rums** and **cuvées**, it received a **gold medal** at the **2004 International Spirits Competition**.

WHY

White spirits such as premium vodka and rum are becoming more and more popular. PREMIERE CANNE is the only rum in the world made from specific varieties of sugarcane, resulting in rum that is smooth and enjoyable. It is the choice of the distinctive premium cocktail consumer.

HOW

“We are cosmopolitan consumers who mind the quality of our life and image.”

At \$25, PREMIERE CANNE is priced at the same level as the popular rival vodkas (GREY GOOSE, BELVEDERE...).

WHERE

RHUM CLEMENT has created its own importing and distribution subsidiary in New York under the direction of our Brand Manager, Benjamin JONES, a direct ancestor to the CLEMENT family.

The international division located in Paris (France) is under the direction of Grégoire GUEDEN (General Manager, CLEMENT INTERNATIONAL).

Today, RHUM CLEMENT is successful in more than 35 countries with its network of importers:

USA (Clément USA)
Spain (Primeras Marcas)
UK (Amathus ltd)
Italy (Meregalli Srl)
Russia (Svarog)
Switzerland (Hoffer)
France (RFD)
Danmark (Juul's)