



# PRESS RELEASE

## BUSHMILLS IRISH WHISKEY UNVEILS RUM CASK RESERVE THE LATEST ADDITION TO THE STEAMSHIP COLLECTION OF RARE AND UNIQUE IRISH WHISKEYS

**Bushmills, Co. Antrim, Monday 1<sup>st</sup> October 2018:** Bushmills® Irish Whiskey has unveiled the new RUM CASK RESERVE, the latest edition of THE STEAMSHIP COLLECTION™, a limited range of rare single malts available exclusively in global travel retail.

Now with four expressions, the new variant in THE STEAMSHIP COLLECTION follows the release of the SHERRY CASK RESERVE in 2015, PORT CASK RESERVE in 2016 and the BOURBON #3 CHAR CASK RESERVE in 2017.

The range was inspired by the extraordinary voyages of the steamship SS Bushmills in 1890 to bring Bushmills Irish Whiskey to new corners of the world. When she returned to The Old Bushmills Distillery, the world's oldest licensed whiskey distillery, she brought a variety of seasoned casks from some of the world's finest wine and spirits producers, as well as new inspiration, knowledge and relationships. It is these relationships that have served the Distillery to this day, helping the master blenders explore new flavours that reflect the spirit of the lands the steamship SS BUSHMILLS visited.

The RUM CASK RESERVE was inspired by the SS Bushmills's homeward bound journey that included a stop in St. Vincent in the Caribbean where she stocked her hold with rum to bring back to The Old Bushmills Distillery.

Helen Mulholland, Master Blender of Bushmills Irish Whiskey said: "We are always innovating and, like the crew aboard the SS Bushmills, we love exploring new flavours that complement the smooth taste of our Bushmills Irish Whiskey. We are really excited to launch this RUM CASK RESERVE. For me, nothing brings out beautiful tropical flavours in our whiskey like maturation in a rum cask, so a Caribbean-centric edition for THE STEAMSHIP COLLECTION was a natural next step for us. To create this rare expression, we matured our fine Single Malt in first fill Caribbean rum casks to create a rich and perfectly balanced whiskey with notes of tropical fruit, subtle spice and vanilla pod with a smooth and creamy toffee finish."

David Phelan, Global Travel Retail Director of PROXIMO, the global innovator of quality spirits, added: "We are delighted to introduce the RUM CASK RESERVE to THE STEAMSHIP COLLECTION. The popularity of Irish whiskey, especially premium malts, continues to soar and our focus for the global travel retail space is to give travellers something they can't find in their domestic markets. As the world's largest malt Irish whiskey brand\*, we are committed to innovating and introducing new, rare, premium expressions while always maintaining the taste and quality we're famous for. It is an exciting time for Irish whiskey – both in the global travel retail space and around the world."

The RRSP for the RUM CASK RESERVE is £99 per 70cl bottle and has an ABV of 40%. THE STEAMSHIP COLLECTION can be found at duty free outlets across the globe including London (Heathrow), Hong Kong, Frankfurt, Dublin and Chicago.

**ENDS**



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## NOTES TO EDITORS

\* IWSR Global Database 2017

- Tasting notes for the RUM CASK RESERVE are as follows:

**Colour:** Burnished copper

**Nose:** Honeyed fruit and fudge

**Taste:** Creamy toffee and light oak with tropical fruit notes, vanilla pod and subtle spice

**Finish:** Long, soft and smooth

- RUM CASK RESERVE is available in 70cl
- RUM CASK RESERVE has an RRSP of £99
- RUM CASK RESERVE has an ABV of 40%
- The new variant in THE STEAMSHIP COLLECTION follows the release of the SHERRY CASK RESERVE in 2015 (RSP £65), PORT CASK RESERVE in 2016 (RSP £99) and the BOURBON #3 CHAR CASK RESERVE (RSP £50) in 2017
- The RUM CASK RESERVE will be sampled at the TFWA Exhibition in Cannes, France. Visitors to TFWA can find the PROXIMO stand at 16 Bay Village.

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### About Bushmills® Irish Whiskey

Bushmills® Irish Whiskey is crafted with care at The Old Bushmills Distillery in the village of Bushmills, County Antrim, Northern Ireland. As the world's oldest licensed whiskey distillery – making triple distilled malt whiskey and producing both blended and single malt whiskey – our unmatched malt is at the heart of all Bushmills® Irish Whiskeys and creates a unique combination of smoothness and richness.

[www.bushmills.com](http://www.bushmills.com)

### About PROXIMO

PROXIMO is a global innovator of quality spirits that create excitement with every sip. Its unique portfolio of brands includes the world's largest selling tequila, Jose Cuervo®, Bushmills® Irish Whiskey, The Kraken® Black Spiced Rum, TINCUP® American Whiskey and Boodles® British Gin.

[www.proximospirits.com](http://www.proximospirits.com)

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