



APPLETON ESTATE® MASTER BLENDER JOY SPENCE FIRST EVER WOMAN TO RECEIVE NATIONAL MEDAL FOR SCIENCE AND TECHNOLOGY AND INNOVATION

Spence Recognized For Her 37 Years of Rum Making and Tireless Advocacy for the Jamaican Rum Industry

KINGSTON, JAMAICA (December 4 , 2018) – Appleton Estate®’s esteemed Master Blender, Joy Spence, received the National Medal for Science and Technology at the National Medal for Science and Technology and Innovation Awards Ceremony on November 21st in her home country of Jamaica, chosen from a field of fellow luminaries from Jamaican industry. Joy made history at the ceremony as the first woman in Jamaica to achieve this award, continuing her legacy as a pioneer in the global spirits industry for over three decades.

The medal is a special honour bestowed by the Prime Minister to Jamaican individuals whose work has resulted in significant advances in the field of science and technology and/or whose technological innovations have contributed significantly to the economic, cultural and social development of the nation since Jamaica’s independence.

“This is truly a humbling experience,” Spence remarked. “I think I am one of the fortunate few who are able to use science and technology to create spirit – both literally and figuratively - in the world. At Appleton, we have been able to blend rich Jamaican rum making heritage with cutting edge technology to create some of the finest brands in the world. I will continue to spread the joy of rum globally and, by extension, promote Brand Jamaica.”

For the last 20 years, Joy has created some of the world’s finest rums, including Appleton Estate Reserve Blend and Appleton Estate Rare Blend 12 Year Old. She was also the creative force behind the limited-edition Appleton Estate 250th Anniversary Blend, the Appleton Estate 50 Year Old Jamaica Independence Reserve Jamaica Rum, and the critically acclaimed Appleton Estate Joy Anniversary Blend Jamaica Rum. Joy’s made legendary contributions to the application of science to the food, agriculture, manufacturing and tourism sectors of Jamaica, a feat rarely accomplished by a single individual. She has created over 30 unique rum blends, wines and liqueurs, which are now among the world’s most acclaimed.

Joy has the distinction of being the first woman to hold the position of Master Blender in the spirits industry, paving the way for many women who are following in her footsteps. She fell in love with

chemistry at age 13, and, at that time, she set her mind on a career as a scientist. Joy can now add this award to her long list of accomplishments including her most recent recognition in 2017: the Order of Distinction in the Rank of Commander (CD) by the Government of Jamaica in recognition of her contribution to the promotion of Jamaica's rum industry and Brand Jamaica globally.

Joy's most recent creation is the incredibly rare, limited edition Appleton Estate 30 Year Old Jamaica Rum, which was released November 2018 to high acclaim. This new expression is a minimum aged 30-year-old rum with rums aged up to 50 years.

For more information visit: www.appletonestate.com and www.camparigroup.com.

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About Appleton Estate Jamaica Rum:

Nestled in the heart of Jamaica, in the beautiful, lush Nassau Valley lies the Appleton Estate. For over 265 years, we have been crafting authentic, premium rums using time honored traditions that have been passed down from generation to generation. From cane to cocktail, our critically acclaimed rums are created by the environment, ingredients, and practices that are unique to our Estate. Our terroir, with its ideal climate, fertile soil and topography, the natural spring that supplies our water for fermentation, through to distillation, ageing and blending all combine to produce rums that are delicious and alive, vivid and deep with complex flavors and aromas. Appleton Estate's core range offers three premium rums: Appleton Estate *Signature Blend*, Appleton Estate *Reserve Blend* and Appleton Estate *Rare Blend 12 Year Old*. The ultra-premium range includes Appleton Estate *21 Year Old Jamaica Rum*; Appleton Estate *30 Year Old Jamaica Rum* and Appleton Estate *50 Year Old Jamaica Rum*, both limited edition rum blends. The collection also includes Appleton Estate *Joy Anniversary Blend*, a limited edition 25 Year Old minimum age rum introduced in 2017 to celebrate Joy Spence's 20th Anniversary as Master Blender.

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 Campari Group's portfolio in the US with such leading brands as SKYY® Vodka, SKYY Infusions®, Grand Marnier®, Campari®, Aperol®, Wild Turkey® Straight Kentucky Bourbon, American Honey®, Russell's Reserve®, Glen Grant® Single Malt Scotch Whisky, Forty Creek® Canadian Whisky, BULLDOG® Gin, Cabo Wabo® Tequila, Espolón® Tequila, Appleton® Estate Rum, Wray & Nephew® Rum, Coruba® Rum, Ouzo 12®, X-Rated® Fusion Liqueur®, Frangelico®, Cynar®, Averna®, Braulio® and Jean-Marc XO Vodka®.

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