

MAGNUM SERIES

In 2021, La Maison & Velier launched a range of rum bottlings in collaboration with the Magnum Photos agency. Founded in 1947 by some of the greatest names in photography, including Robert Capa and Henri Cartier-Bresson, this legendary company brings together some of the world's best photojournalists. For its third edition, the Magnum range makes a stop in Jamaica, specifically in the parish of Trelawny, at the heart of Hampden Estate distillery. This year, the renowned Spanish photographer Cristina De Middel was invited by La Maison & Velier to immerse herself in the world of Hampden Estate. The humid darkness of the fermentation room, labyrinths of pipes, facades overtaken by vegetation, iridescent peacocks, dusty and moisture-laden rooms... Through her lens and unexpected framing, Cristina De Middel gives the place a cinematic dimension, sometimes tinged with surrealism. Four of the twenty-five photographs taken during her visit were selected to illustrate the bottlings in this new Magnum series, distilled between 2016 and 2021. These vintages are available in 70 cl as well as in 150 cl magnum format.



Risto © Cristina De Middel/Magnum Photos

HAMPDEN 4 YEARS 2021 DOK PRODUCTION

Raw material	Molasses, dunder, muck, cane vinegar
Cask type	Ex-Bourbon
Ageing	4 years
Bottling strength	60 %
Bottle formats	70 cl & 1,5 L

With an ester level between 1,500 and 1,600 grams per hectolitre of pure alcohol at distillation, this extraordinarily intense version embodies the most distinctive signature of Hampden distillery's marks, DOK (Dermot Owen Kelly-Lawson). A true sensory journey, its aromatic and gustatory profile successively unfolds all the facets of this "heavy pot still" rum's extraordinary personality. At once exuberant and remarkably refined, it triumphantly explores tropical, heady, medicinal, and mineral territories, where half measures are a concept decidedly forbidden.

TASTING NOTES

Nose: Rich, heady. Scents of burnt rubber, flambéed banana, roasted pineapple, vetiver, iris concrete and camphor initially compete in intensity. This powerful opening gradually gives way to more jammy notes (apple, mirabelle plum), honeyed aromas (acacia), vanilla and licorice.

Palate: Smooth, silky. Very different from the nose, the flavor profile is tangy (lemon, grapefruit), grassy (cut hay, alfalfa) and powdery (grated ginger). Then, after returning to more mineral (charcoal, petroleum) and medicinal (tiger balm) territories, it clearly gravitates toward sugarcane. This gustatory journey unfolds with great finesse and balance.

Finish: Dynamic, outgoing. Embracing the lemony character of the palate, it also reveals milky (coconut), vanilla and infusion-like (chamomile, savory) notes. On the retro-olfaction, chocolate shavings settle on the tongue, releasing a pleasant sensation of smoothness. Medicinal (mustard seed) and fruity (yellow plum), the empty glass stands out for its remarkable freshness.