MAGNUM SERIES

Magnum Series began in 2021 when La Maison & Velier sought to connect some of the world's best rum distilleries with some of the world's best photographers, in collaboration with the Magnum Press Agency. Founded in 1947 by some of the greatest names in photography, Magnum Press brings together some of the world's most legendary photojournalists.

This second edition of the Magnum range honors the American photographer Alex Webb, born in 1952 and a member of the press agency since 1979. He is renowned for his vibrant, captivating color photographs that capture serendipitous or enigmatic moments, often in places marked by socio-political tensions. More than just a collection of rums, this series embodies a bridge between the art of distillation and that of the image. Each bottle brings these two worlds together, highlighting an original work by a master photographer and an exceptional rum from a renowned distillery. This range is designed to appeal not only to rum lovers, but also to art and photography collectors.

HAMPDEN 13 YEARS OLD



PRODUCTION

Raw material	**Molasses, cane vinegar, dunder**
Cask type	**Ex-Bourbon**
Aging	**13 years**
Bottling strength	**60 %**
Bottle format	**700 ml & 1.5 Liter**

Founded in 1753, Hampden Estate has been distilling rum for almost three centuries in the Trelawny Parish, historically known as the grand cru of rum. Using unchanged production methods that create some of the most sought after rum by blenders and bottlers alike, Hampden Estate remains the unchallenged icon of heavy pot still Jamaican rum. Distilled in 2010, this release was the oldest existing tropical aged Hampden Estate rum at time of bottling. With an ester content of between 200 and 400 gr/hlPA at distillation, this bottling falls into the LROK (Light Rum Owen Kelly) mark, created in 1952. Bottled at 60% ABV, this 13 year-old rum offers a palette of complex aromas and deep flavors.

TASTING NOTES

Nose: Refined, distinguished. Notes of beeswax, candied fruit (pear, Mirabelle plum) and camphor form a lively first sequence. Allowed to breathe, heady floral fragrances of geranium, hyacinth and iris elegantly fill the air.

Palate: Full-bodied, well-structured. The powerful flavor palette opens with rosewood and chocolate. Saturated with flavors of petrol and smoked meat, it becomes increasingly empyreumatic while it maintains a lovely smooth, fruity character (pineapple, banana).

Finish: Long, intense. Particularly compact, the tasting continues with densely packed notes of sugarcane and hot brown sugar. New candied fruits (kiwi, quince, apricot) make for a nutty sweet finish that is typical of Hampden's rums.

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PM SPIRITS