

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.



Junjo © Cristina De Middel/Magnum Photos

HAMPDEN 7 YEARS 2018 HGML PRODUCTION

Raw material	Molasses, dunder, muck, cane vinegar
Cask type	Ex-Bourbon
Ageing	7 years
Bottling strength	60 %
Bottle formats	70 cl & 1,5 L

Surpassing a new threshold in aromatic concentration, this version of the HGML (Hampden George MacFarquhar Lawson) mark displays an ester level between 1,000 and 1,100 grams per hectolitre of pure alcohol at distillation. From the outset, it balances abundant fruitiness, very pure floral notes, and honeyed aromas of remarkable smoothness. Gradually, its aromatic and gustatory profile gains intensity, taking on increasingly pronounced empyreumatic tones. The deeply tarry character in the retro-olfaction forms the climax of a tasting with remarkable upward momentum.

TASTING NOTES

Nose: rich and complex, combining liqueur-like notes (raisin, roasted pineapple), honeyed hints (acacia) and vanilla, evolving toward powdered (cocoa), medicinal (benzoin) and resinous touches, with an infusion of essential oils (savory, rosemary) on the aeration.

Palate: full-bodied and creamy, intensely fruity (apple, pear, banana, pineapple) and smooth. Resinous flavors (sugarcane, ginger) subtly link floral (lily, dandelion) and spicy (turmeric, ylang-ylang) notes.

Finish: long and concentrated, vegetal (fresh sugarcane), herbal (tobacco, straw) and floral (tuberose). Retro-olfaction reveals tar, charcoal, Bourbon vanilla and star anise, while the dry glass notes evoke artichoke and essential oils.