

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.



Raatid © Cristina De Middel/Magnum Photos

HAMPDEN 9 ANS 2016 LROK PRODUCTION

Raw material	Molasses, dunder, muck, cane vinegar
Cask type	Ex-Bourbon
Ageing	9 years
Bottling strength	60 %
Bottle formats	70 cl & 1,5 L

The first step in a chronological and progressive series of aromatic intensity, this LROK (Light Rum Owen Kelly) version exhibits an ester level between 200 and 400 grams per hectolitre of pure alcohol. This iconic Hampden distillery mark elegantly showcases the house style, intermittently yet vividly revealing its characteristic hydrocarbon aromas and flavors. Its aromatic and gustatory profile is most often dominated by intensely floral and fruity sequences. Long after tasting, the vetiver notes emanating from the empty glass perfectly illustrate this expression.

TASTING NOTES

Nose: rich and creamy, floral, musky and medicinal (balm), with honey and sugarcane. Becomes empyreumatic (rubber) and spicy (white pepper, ginger).

Palate: lively and full-bodied, with medicinal notes, mustard seeds, and clove, extended by honeyed and lightly tarry touches (pipe tobacco).

Finish: broad and balanced, citrus (lemon, grapefruit) and pulpy (ripe banana, apple), fibrous and licorice-like, with retro-olfaction evoking the bustling atmosphere of a fermentation room.