

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.

SAINT JAMES 12 YEARS OLD



PRODUCTION

Raw material	Cane juice
Cask type	Ex-Bourbon
Aging	12 years
Bottling strength	45 %
Bottle format	700 ml & 1.5 Liter

Dating back to 1765, Saint James is the oldest and largest distillery, and represents the heritage of Martinique. After being bought by Cointreau in 1973, the distillery was moved from Saint-Pierre to Sainte-Marie on the east coast of Martinique in 1974. Since July 2003, it has been owned by La Martiniquais.

Distilled in a creole column still, this blend of two vintages (2003 and 2010), of aged rum agricole was bottled at the Saint James distillery at 45%, falling under the Appellation d'Origine Contrôlée Rhum Agricole.

TASTING NOTES

Nose: Fleshy, rich. At first, sugar and honey literally surge from the glass. A full expression of root notes (gentian), chocolate and vegetal aromas follows. This combination is undeniably charming.

Palate: Delicate and creamy. The flavor palette is just as original, revealing medicinal notes, spices (curry, turmeric) and herbal infusions (bay leaf, chervil), full of energy. Cocoa powder and candied ginger gradually spread across the taste buds.

Finish: Long, soothing. Staying close to sugarcane, it develops more tertiary notes (mushroom, walnut, moss, chestnut). The milky retro-nasal olfaction (soy milk, almond) reveals jammy aromas (quince jelly, apricot), while the empty glass offers spices (nutmeg) and gentian root.