



## **Appleton Estate® Jamaica Rum and Moses Boyd join forces to celebrate Jamaica's influence on modern British Jazz**

- Unique collaboration brings a limited-edition 'rum and jazz' subscription service to music lovers
- New 'Jamaican Jazz Series' features the brightest lights from today's British jazz scene – Moses Boyd, 'cktrl', Theon Cross and Demae
- Subscribers will learn the untold story of Jamaica's influence on modern British jazz – all with the finest Jamaican rum in hand



*Moses Boyd, curator of Appleton Estate 'Jamaican Jazz Series'*

Appleton Estate® Jamaica Rum and British jazz musician Moses Boyd have joined forces to curate a new 'rum and jazz' subscription service – 'Jamaican Jazz Series' – celebrating the ongoing influence of Jamaica on the vibrant British jazz scene.

Recognising the influential contribution that Jamaican music and culture has had on jazz in the UK prompted Jamaican rum brand Appleton Estate to collaborate with drummer, producer, bandleader, and label owner Moses Boyd to bring this collectible vinyl series together.

Moses has hand-picked some of the brightest lights from today's modern British jazz scene, who take inspiration from their Jamaican heritage, to choose one of their own records and one from Jamaica that has inspired them. Artists include musician, producer and multi-instrumentalist 'cktrl'; tuba player and bandleader Theon Cross; and London jazz singer Demae.

Inside this monthly collectible series, produced in partnership with [Flying Vinyl](#), subscribers will receive an exclusive signed vinyl record from each artist, a 20cl bottle of Appleton Estate premium rum, a Jamaican-inspired pre-batched cocktail by [The Drinks Drop](#) – perfectly matched to the energy and joy of the music – and a copper cup to enjoy it in. In addition, a cocktail voucher for [The Alchemist](#) will be included each month to enjoy an Appleton Estate premium rum cocktail at the bar.

Through the Jamaican Jazz Series, music lovers will learn all about Jamaican jazz pioneers across the generations and why the raw beauty of their craft and that of Appleton Estate Rum are so closely related.

**Moses Boyd said:** “Jamaica has had a huge influence on me and my music, and in my opinion forms an integral part of the DNA and culture of UK music. The musical community I come from is indebted to sound system culture, its roots and its proponents. Beyond the sonics we owe a lot to the innovative ways Jamaica has distributed, marketed, and presented music. And for many of us it's the backbone of how we operate, from communal events to remixes.

“Jamaica has also provided a lineage of great thinkers and visionaries from dub to poetry, jazz, reggae and beyond. My hope with this project is to showcase some lesser-known gems that have been an inspiration. And to also show how Jamaica's influence has had a long-lasting effect on the musical landscape here in the UK.”

**Sandra Brunet, Marketing Director at Campari Group UK, said:** “Modern British jazz is indebted to the jazz of Jamaica, where many of the scene's biggest talent finds inspiration, or have their family roots.

“Our unique subscription service reveals the untold story of Jamaican jazz pioneers across the generations who brought with them the warm bass of the sound system culture that has shaped today's young British jazz players – artists like Moses, cktrl, Theon and Demae, whose rhythms are as finely crafted as our premium rum.

“Moses has become something of a figurehead of this scene which made him our natural choice as the curator of this series that highlights how our premium credentials and joyful spirit are so closely related with the same discipline and energy of the new wave of British jazz.”

The new Appleton Estate's Jamaican Jazz Sessions follows the successful Jamaican Jazz Sessions in 2019, which included a partnership with DJ Gilles Peterson.

Appleton Estate Jamaican Jazz Series is available to purchase exclusively through The Bottle Club via [www.jamaicanjazzseries.com](http://www.jamaicanjazzseries.com) from 16th August 2021. Each box is priced at £30 per month, delivered between September – December 2021.

For more information or to sign up, visit: [www.jamaicanjazzseries.com](http://www.jamaicanjazzseries.com)

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For more information about Appleton Estate Jamaica Rum, visit:

[www.appletonestate.com](http://www.appletonestate.com) and [www.camparigroup.com](http://www.camparigroup.com)

[www.appletonestate.com](http://www.appletonestate.com)

Instagram: [@AppletonRumUK](#)

Twitter: [@AppletonRumUK](#)

Facebook: /Appletonestate.uk

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## **Notes-to-Editors**

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### **ABOUT APPLETON ESTATE**

Nestled in the heart of Jamaica, in the beautiful, lush Nassau Valley lies the Appleton Estate. For over 265 years, we have been crafting authentic, premium rums using time honored traditions that have been passed down from generation to generation. From cane to cocktail, our critically acclaimed rums are created by the environment, ingredients, and practices that are unique to our Estate. Our *terroir*, with its ideal climate, fertile soil and topography, the natural spring that supplies our water for fermentation, through to distillation, ageing and blending all combine to produce rums that are delicious and alive, vivid and deep with complex flavors and aromas. The Appleton Estate rum collection includes the *Signature* rum, *8 Year Old Reserve* rum, *12 Year Old Rare Casks* rum, *15 Year Old Black River Casks* rum and *21 Year Old Nassau Valley Casks* rum. Showcasing the Estate's renowned aged rum inventory, limited edition offers, such as: *30 Year Old Jamaica* rum and *50 Year Old Jamaican Independence Reserve*. Additionally, in 2017, Appleton Estate introduced *Joy Anniversary Blend*, a limited-edition /25 Year Old rum to celebrate Joy Spence's 20th Anniversary as the first female Master Blender in the spirits industry.

### **ABOUT CAMPARI UK**

Campari UK is Campari Group's subsidiary in the UK market, headquartered in London. A multicultural and dynamic team, Campari UK comprises of more than 50 'Camparistas' from over 10 different nationalities.

At the heart of Campari UK are three main portfolio offerings. The first is the Aperitivo Champions portfolio, led by the iconic Italian brands Aperol and Campari. The second is the Urban Disruptors portfolio, featuring distinctive brands like Wray & Nephew Rum, BULLDOG Gin and Magnum Tonic Wine. Finally there is the Prestige Challengers portfolio, including exquisite brands such as Appleton Estate Jamaican Rum, Wild Turkey Bourbon and Grand Marnier.

In total, the company is proud to offer an unrivalled portfolio of more than 40 distinctive and desirable premium spirit brands.

Visit [www.campariuk.com](http://www.campariuk.com) to find out more about the company and range of brands or follow Campari UK on Instagram or Twitter at [@CampariGroupUK](#).

### **ABOUT MOSES BOYD**

Born in Catford, South East London, where his Dominican father and Jamaican mother introduced him to the warm rhythm of the Caribbean, Moses Boyd earned his spurs on the British jazz scene as part of the Tomorrow's Warriors jazz education collective. His break through records like 'Rye Lane Shuffle' typified London's young jazz scene, where artful musicianship meets electronic music and the sounds of the clubs.

Whether through a string of releases on his own label Exodus, LPs with saxophonist Binker Moses for Gear Box Records, or a dizzying array of collaborations with other leading lights of the UK scene, Moses is a constant innovator both as a player and producer. Nominated for the 2020 Mercury Music Prize for his LP Dark Matter he continues to push the boundaries of what jazz can be. Anyone who caught Moses on stage with trombone legend Vin Gordon at Appleton Estate Jamaican Jazz Sessions in 2019, will know why his own craft and that of Appleton Estate rum are so closely related.

### **ABOUT FLYING VINYL**

Flying Vinyl is Europe's leading vinyl subscription service; delivering monthly boxsets of the best new alternative music exclusively pressed to vinyl to our worldwide customer-base. Since launching in 2015 the Flying Vinyl has been responsible for first-press releases with the likes of The Amazons, Black Honey, The Magic Gang, Dream Wife, Viola Beach and many more, as well as putting on two one-day music festivals. For more information please visit [www.flyingvinylrecords.co.uk](http://www.flyingvinylrecords.co.uk).