OLD FASHIONED WEEK

1-10 NOV. 2018

#OFW18

Rhum J.M

Old Fashioned Week 2018!

Rhum J.M puts the Old Fashioned back into Fashion

For the second year in a row, **Rhum J.M,** one of the most prestigious rhum agricole brand from Martinique, joins forces with the **Old Fashioned Week** to celebrate the classic cocktail in the world's best bars from **November 1st to 10th 2018**.

Old Fashioned Week was launched in 2015 as an initiative to bring a classic cocktail back to the world's center stage for consumers to rediscover: the "Old Fashioned". 2018 marks the 4th annual celebration of the event and welcomes more venues than ever before. This year, Rhum J.M will be joined by six official partners, major players in the spirit industry: Angostura aromatic bitters, Havana Club, Cognac Ferrand, Monkey Shoulder, Woodford Reserve, and Toschi Sherries.

Rhum J.M is distributed in over 60 countries worldwide and crowned the "Rolls Royce of Rhums." The brand is renowned for its exceptional vintage collection and has become a staple within the mixology realm. It is with Rhum J.M's unparalleled identity, refined savoir-faire and world-class portfolio which reflects the brilliant terroir and authenticity of Martinique, that has positioned Rhum J.M has become a "go to" for bartenders worldwide.

"What's amazing with the Old Fashioned is the idea the chosen spirit is the key ingredient in the cocktail. You can't lie! And with the rich and complex aromatic profile of Rhum J.M, it simply creates magic in your glass" confirmed Audrey Bruisson, Rhum J.M Global Marketing Manager. "The Old Fashioned is simple and authentic which is the reason we chose this all-time classic to introduce Rhum J.M to our international audience."
You will be able to find a variation of a Rhum J.M Old Fashioned at the majority of Old Fashioned Week venues.

To find the nearest participating bars, please visit the Old Fashioned Week's official website:
www.old-fashioned-week.com

Rhum J.M signature recipe:

Agric'Old Fashioned:

- *1.5 cl Shrubb J.M*
- *6 cl Rhum J.M V.O*
- *3 dashes Angostura bitters*
- *1 orange zest*

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