RUM | PURE SINGLE RUM

HAMPDEN FRESH

HAMPDEN | JAMAICA

70 cl / 42°
Category: Pure Single Rum
Fermentation: Native yeasts
Production method: Pot Still Distillation
Aging: Tropicale
Box: Yes

WHY IT'S DIFFERENT

Hampden Fresh is the latest flagship expression of Jamaican white rum from Hampden Estate, designed to offer a contemporary take on one of the Trelawny distillery's most historic concepts. In the distillery's traditional terminology, 'fresh' describes the raw spirit straight from the still.

With an alcohol content of 42% ABV, Fresh reimagines this heritage, preserving Hampden's distinctive flavour profile whilst opening up a whole new creative realm for mixology.

Produced in Trelawny, it embodies all the key elements of production that have defined the distillery since 1753: mineral water from a limestone spring, the valley's hot and humid climate, wild yeasts, slow fermentation and a blend of different Hampden marks. FRESH was created to offer mixology an entirely new tool, to be explored through three stylistic dimensions: its aromatic intensity does not merely replace a traditional white rum, but transforms its balance, aroma and overall profile.

A veritable haven for signature mixology, then, but the richness of its aromatic profile also transcends the boundaries of the cocktail to extend into gastronomy and food pairing.

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