

“A new pineapple rum”

PLANTATION DEVELOPS PINEAPPLE-INFUSED RUM

French drinks group Cognac Ferrand will unveil a new pineapple rum at Tales of the Cocktail in New Orleans next week.



Plantation Pineapple Rum – Stiggins’s Fancy, created by company founder Alexandre Gabriel and cocktail historian David Wondrich, is inspired by several traditional recipes used in the 1800s.

Gabriel infused ripe Queen Victoria pineapples in Plantation Original Dark Rum for three months, before adding the distillate of rum macerated with the bare rind of the fruit.

The resulting 40% abv rum is described as having notes of tropical fruit, smoke, citrus peel and clove.

“David and I did this project in part out of sheer curiosity,” Gabriel said. “Mostly, however, we did it because the pineapple is the symbol of hospitality and also the symbol of the Tales of the Cocktail Apprentices program.”

The new expression is also named after the Reverend Stiggins, a character in Charles Dickens’ *The Pickwick Papers* whose favoured tippie was pineapple rum.

“Stiggins’s Fancy is our liquid “thank you” to the Tales Apprentices who do so much for all of us. We hope you all enjoy drinking it as much as we did making it.

“The 1824 *Journal of Patent Inventions* notes that it was customary in the West Indies to offer pineapple rum to visiting European friends. Following the West Indian tradition, Plantation Pineapple Rum is our gift to you.”

The expression, of which only 1,000 bottles have been produced, will initially only be available in New Orleans, but will be rolled out to key US markets later this summer. It carries an RRP of US\$29.99 for 750ml.