

Brianna Krupunich
Park PR
123-456-0000
bkrupunich@ithaca.edu

FOR IMMEDIATE RELEASE

Avast Ye! 300 Years Calls for Celebration at Captain Crane Rum
A Finite Number of Limited-Edition Bottles of Rum Enlivens Rum Lovers

CASTRIES, St. Lucia, February 26, 2020—Old does not necessarily mean forgotten, especially when it comes to Captain Crane Rum. Embarking on its anniversary of 300 years, Captain Crane Rum celebrates an accomplishment any pirate would be proud of; it is the oldest rum producer in the world. The established rum producer has made itself known in the Caribbean, with headquarters in Castries, St. Lucia. To celebrate 300 years, Captain Crane Rum is launching a new product called Tercentennial Select. This new \$3,000 product will be available at fine wine and spirits shops in New York City, Boston, and Philadelphia beginning March 1. To make the celebration that much more special, Captain Crane Rum will only sell 3,500 bottles in the United States.

Each bottle sold will be paired with a Waterford Crystal skull decanter and four commemorative crystal skull glasses. One will recognize this limited-edition rum by looking for a handmade wooden box lined with velvet and silk, including a booklet on the history of the founder and the distillery. Some of the other product lines Captain Clive Crane and his team have been able to develop include Captain Crane Rum Classic, Captain Crane Rum Midnight, and Captain Crane Rum Reserve.

March 1 also marks the exact day Captain Crane Rum was confirmed as a company 300 years ago. Along with this anniversary, activity is the Regatta series, sponsoring 30 sailing regattas worldwide during the upcoming season, with ten in the United States. Captain Clive Crain is to credit for this long-lasting company that is soon introducing a limited-edition rum to customers. This special blend of Captain Crane Rum has vintages dating back to 1966 and will be offered in 750 milliliters bottles.

Master distiller Marie Wood spent four years experimenting to create this special blend over her 15 years at the distillery. “This rum can be enjoyed on its own, similar to premium and rare cognacs or liqueurs. Mixing this drink with water, a soft drink, or even one ice cube would be deplorable,” Wood said.

A direct descendant and co-president of Captain Crane Rum, Bruce Crane, said that “the limited-edition rum is a wonderful holiday or birthday gift for fathers who have everything, sailors who are avid buyers of Captain Crane Rum, and collectors of rare wines and spirits.” To emphasize this point, Crane said, “many rum connoisseurs will purchase this product as an investment, meaning the bottles grow even more expensive and tastier with time.” Still residing in Castries, where he manages the sugarcane manor and foundation with his wife Fiona Crane-Renault, he said that “[Captain Crane Rum] makes the world’s most exclusive rums.”

Originating from Brighton, England, Captain Clive Crane went off into the West Indies for nearly seventeen years to live his life as a pirate. After his frigate Crane's Crusade crashed off the shores of St. Lucia, he decided to settle, reform, and change his ways and set up the distillery in St. Lucia. Not even a pardon for his previous piracy acts could stop him from growing this company from the ground up. In the midst of establishing Captain Crane Rum, Captain Clive Crane married the governor's daughter and had five children, served as governor of St. Lucia for 8 years, and became a leading philanthropist. Captain Crane's Community Hospital still exists today. Nonetheless, those accomplishments did not lessen his passion for helping others.

Captain Clive Crane is known as one of the most influential voices of his time to speak out against the institution of slavery. Another establishment, aiming to minimize the financial burden which college students struggle with is the Captain Crane Foundation that now offers university scholarships for St. Lucian students to study abroad. For more information on Captain Crane Foundation and how to earn a scholarship visit www.CaptainCraneRum.com. With free guided tours of 300-year-old manor and distillery set on 18 acres, Captain Crane Rum also acts as a tourist attraction on the island. Rum tastings are offered at the cafe which is open year-round from 11 to 5, except for Sundays and major holidays.

###



18th-Century Woodcut Print of Captain Clive Crane

Founder Captain Clive Crane is depicted standing near his ship Crane's Crusade after it crashed upon the shore in the West Indies in the 18th-century. This crash led Crane to settle down in Castries, St. Lucia to construct Captain Crane Rum Distillery.



Employees Offer Tastings at Distillery

Captain Crane Rum Distillery's bartender Ray Smith, right, serves tastings of Captain Crane Rum with barback Allen Fuderman, left, in Castries, St. Lucia, Friday, Feb. 3, 2020. Rum tastings are offered at the tasting room which is open year-round from 11 to 5, except for Sundays and major holidays.



Skull Decanter Paired with Glasses and Tray

Waterford Crystal skull decanter with commemorative crystal skull glasses and tray enhance Captain Crane Rum's limited-edition Tercentennial Select. Upon purchasing, customers can find the distinctive decanter and glasses in a handmade wooden box lined with velvet and silk.



Master Distiller Guides Tourists Through Distillery

In this Wednesday, Sept. 12, 2019 photo, Captain Crane Rum's master distiller Marie Wood educates tourists on the distilling and fermenting process of rum. Free guided tours of the 300-year-old manor and distillery set on 18 acres are offered every Wednesday and Thursday during cafe hours.