

MAGNUM

MAGNUM SERIES #2

Alex Webb Edition



Bringing together the best rum distilleries
and the great masters of photography to
showcase their respective talents.

LM&V
LA MAISON & VELIER

THE MAGNUM SERIES RANGE

Magnum began in 2021 when La Maison & Velier sought to connect some of the world's best rum distilleries with some of the world's best photographers - in collaboration with the Magnum press agency. Founded in 1947 by some of the greatest names in photography, including Robert Capa and Henri Cartier-Bresson, this legendary company brings together some of the world's best photojournalists.

For the 2021 inaugural release of MAGNUM, the focus was placed on one of Magnum's former presidents, American photographer Elliott Erwitt who was born in 1928 in Paris. Renowned for the satirical humor in his work, he is also celebrated for the humanistic sensibility that aligns closely with Magnum's ethos.



Magnum Series #1 - Elliott Erwitt Edition

The second edition of the Magnum range honors the American photographer Alex Webb, born in 1952. A member of the press agency since 1979, Webb is renowned for his vibrant, captivating color photographs that capture serendipitous or enigmatic moments, often in places marked by socio-political tensions.

More than just a collection of rums, this series embodies a bridge between the art of distillation and that of the image. Each bottle brings these two worlds together, highlighting an original work by a master photographer and an exceptional rum from a renowned distillery. This range is designed to appeal not only to rum lovers, but also to art and photography collectors.

This collection features four aged rums: Hampden 13 Years Old (Jamaica), Saint James 12 Years Old (Martinique), Clarendon 10 Years Old (Jamaica), and Beenleigh 8 Years Old (Australia).

All products are available in 1.5 liter magnum format.



"I only know how to approach a place by walking. For what does a street photographer do but walk and watch and wait and talk, and then watch and wait some more, trying to remain confident that the unexpected, the unknown, or the secret heart of the known awaits just around the corner." – **Alex Webb**

ALEX WEBB

Born in San Francisco in 1952, Alex Webb is best known for his vibrant and intense color photographs from Latin America and the Caribbean. He has published more than 15 photography books, including *The Suffering of Light* (a survey book of 30 years of his color photographs), *La Calle*, and 6 collaborative books with his wife and collaborative partner, Rebecca Norris Webb. He has exhibited at museums worldwide including New York's Whitney Museum of American Art, Atlanta's High Museum of Art, and Boston's Museum of Fine Arts. A Magnum Agency member since 1979, his work has appeared in *The New York Times Magazine*, *National Geographic*, and many other publications. His most recent book, *Dislocations*, was published in 2023.

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MAGNUM SERIES #2 – BEENLEIGH 8 YEARS OLD

**Australia, Molasses Rum – 60%
1.5 liter | Small Batch**

Artwork: Haiti, Port-au-Prince - 1979



MAGNUM SERIES #2 – CLARENDON 10 YEARS OLD

**Jamaica, Molasses Rum – 60%
1.5 liter | Small Batch**

Artwork: Trinidad, San Fernando - 2005

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MAGNUM SERIES #2 – SAINT JAMES 12 YEARS OLD

Martinique, Rhum Agricole – 45%
1.5 liter | Small Batch

Artwork: St. Lucia - 1988



MAGNUM SERIES #2 – HAMPDEN 13 YEARS OLD

Jamaica, Molasses Rum – 60%
1.5 liter | Small Batch

Artwork: Jamaica, Kingston - 1976

BEENLEIGH

8 YEARS OLD

Founded in 1884, the Beenleigh distillery is located on the banks of the Albert River in South East Queensland. It produces molasses rum from sugar cane crushed by Australia's last private mill, Rocky Point Sugar Mill. The first distillation takes place in a column still and the second passage occurs in a copper pot still, original to the distillery since 1889 nicknamed the "Old Copper." Aged in ex-bourbon casks, this limited edition was bottled at 60%, giving an unmistakable profile associated with Beenleigh.

PRODUCTION

Raw material	Molasses
Cask type	Ex-Bourbon
Aging	8 years
Bottling strength	60 %
Bottle format	1.5 L
Number of bottles	651

TASTING NOTES



Color: Golden yellow.

Nose: Fresh, subtle. The abundantly fruity aroma palette (banana, pear, Mirabelle plum) also displays incredible balance and fullness. Very fine notes of honey and wax form a deeply smooth profile. With time, vanilla and roasted pineapple notes appear.

Palate: Lively, generous. The palate is just as well-balanced, revealing candied citrus fruit (lemon, grapefruit) and stone fruits (white peach). A sprinkling of sweet spices (cinnamon, ginger, nutmeg) seep into the taste buds.

Finish: Long, silky. The finish is powdery (ginger, rice, semolina) and lingers on beautiful flavors of William's pear and Golden Delicious apple. These are followed by fresh grassy notes of freshly cut sugarcane. The retro-nasal olfaction is rich and herbaceous (pipe tobacco).



TASTING NOTES

Color: Burnished gold with copper tinges.

Nose: Full, distinguished. Opening with apricot, creamy coconut and unctuous vanilla notes, the aroma palette quickly develops floral notes (iris), full of honeyed (geranium) and medicinal tones. Allowed to breathe, noble spices (cardamom, ginger) arrive.

Palate: Elegant, dynamic. The tropical flavor palette (pineapple, ripe banana) shows delicate, fibrous tannins. Candied citrus fruits (lemon, grapefruit) gradually refresh the taste buds with their tangy energy.

Finish: Long, complex. With sophisticated notes of anise spice, a lovely mouthwatering and root-like bitterness (gentian) emerges and lingers on, with notes of praline and tobacco. The rich retro-nasal olfaction invites us to taste delicious, still-warm cane sugar.

CLARENDON 10 YEARS OLD

Clarendon Distillery is a significant producer of Jamaican rum, located in the south of the island, and is part of the state-run National Rums of Jamaica. Its history is rooted in the Monymusk Sugar Estate, with the distillery itself being built in 1949. The distillery is a major supplier for global spirits companies. Using both pot and column stills, Clarendon is known for its ability to produce a wide range of molasses-based rums, from the lightest to the heaviest, which are categorized by a system of marks. While most of its rum is sold in bulk, a small portion is made available to independent bottlers. This bottling was produced on a column still and is an example of Clarendon's MBS mark.

PRODUCTION

Raw material	Molasses
Cask type	Ex-Bourbon
Aging	10 years
Bottling strength	60 %
Bottle format	1.5 L
Number of bottles	600

SAINT JAMES

12 YEARS OLD

Dating back to 1765, Saint James is the oldest and largest distillery, and represents the heritage of Martinique. After being bought by Cointreau in 1973, the distillery was moved from Saint-Pierre to Sainte-Marie on the east coast of Martinique in 1974. Since July 2003, it has been owned by La Martiniquais.

Distilled in a creole column still, this blend of two vintages (2003 and 2010), of aged rum agricole was bottled at the Saint James distillery at 45%, falling under the Appellation d'Origine Contrôlée Rhum Agricole.

PRODUCTION

Raw material	Sugar Cane Juice
Cask type	Ex-Bourbon
Aging	12 years
Bottling strength	45 %
Bottle format	1.5 Liter
Number of bottles	670

TASTING NOTES



Color: Orange copper.

Nose: Fleshy, rich. At first, sugar and honey literally surge from the glass. A full expression of root notes (gentian), chocolate and vegetal aromas follows. This combination is undeniably charming.

Palate: Delicate and creamy. The flavor palette is just as original, revealing medicinal notes, spices (curry, turmeric) and herbal infusions (bay leaf, chervil), full of energy. Cocoa powder and candied ginger gradually spread across the taste buds.

Finish: Long, soothing. Staying close to sugarcane, it develops more tertiary notes (mushroom, walnut, moss, chestnut). The milky retro-nasal olfaction (soy milk, almond) reveals jammy aromas (quince jelly, apricot), while the empty glass offers spices (nutmeg) and gentian root.



TASTING NOTES

Color: Burnished gold.

Nose: Refined, distinguished. Notes of beeswax, candied fruit (pear, Mirabelle plum) and camphor form a lively first sequence. Allowed to breathe, heady floral fragrances of geranium, hyacinth and iris elegantly fill the air.

Palate: Full-bodied, well-structured. The powerful flavor palette opens with rosewood and chocolate. Saturated with flavors of petrol and smoked meat, it becomes increasingly empyreumatic while it maintains a lovely smooth, fruity character (pineapple, banana).

Finish: Long, intense. Particularly compact, the tasting continues with densely packed notes of sugarcane and hot brown sugar. New candied fruits (kiwi, quince, apricot) make for a sweet finish, very typical of Hampden.

HAMPDEN 13 YEARS OLD

Founded in 1753, Hampden Estate has been distilling rum for almost three centuries in the Trelawny Parish, historically known as the *grand cru* of rum. Using unchanged production methods that create some of the most sought after rum by blenders and bottlers alike, Hampden Estate remains the unchallenged icon of heavy pot still Jamaican rum. Distilled in 2010, this release was the oldest existing tropical aged Hampden Estate rum at time of bottling. With an ester content of between 200 and 400 gr/hIPA at distillation, this bottling falls into the LROK (Light Rum Owen Kelly) mark, created in 1952. Bottled at 60% ABV, this 13 year-old rum offers a palette of complex aromas and deep flavors.

PRODUCTION

Raw material	Molasses & Dunder
Cask type	Ex-Bourbon
Aging	13 years
Bottling strength	60 %
Bottle format	1.5 L
Number of bottles	600



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