

MARTINIQUE



CULTIVER
LA DIFFÉRENCE



RHUM BLANC 50°



RHUM BLANC 55°



RHUM BLANC 55°



RHUM BLANC AGRICOLE



RHUM BLANC 50°



RHUM BLANC 55°

AOC MARTINIQUE

50 | 70 | 100 | 300 cl 50 | 55 % vol.

This white rum has indeed established HSE Saint-Etienne's reputation. It is distilled within the year and recognised for its fresh and typical nature. It will add harmony to your delightful cocktails and planter's punches. Traditionally, it is appreciated as a ti-punch cocktail (with cane sugar and a zest of lime) with or without ice.

MASTER TASTER'S NOTE

This classic of the Saint-Etienne rums offers an intense and bold nose where floral and fruity notes blend with the subtle emanation of white pepper. It provides an astonishing lasting taste where the nose aromas are enhanced with notes of sugarcane in full ripeness.



RHUM BLANC AGRICOLE



AOC MARTINIQUE

70 | 100 cl 40% vol.

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MILLÉSIME
RHUM BLANC
AGRICOLE

2016

CUVÉE DE L'AN
2016

AOC MARTINIQUE
70 | 100_{cl} 50%_{vol.}

In the same vein as the rum blanc vintages of AOC Martinique, HSE is releasing the new 2016 signature. This batch stems from a rigorous selection of the most characteristic distillates of 2016, represents less than 1% of our annual production. Two long years of maturation, brewing and slow reduction bring elegance and aromatic finesse to this vintage.

MASTER TASTER'S NOTE

The nose opens on a perfect balance of honeyed white flowers notes, anise and citrus, delicately enhanced with a touch of white pepper.

The mouth has a fatty and silky texture on the attack, then intensifies progressively/gradually until obtaining a full expression of retro-olfaction.

Then, a delicate harmony appears, with a combination of orange blossom, white tea and eucalyptus notes.



RHUM BLANC AGRICOLE

2016

PARCELLAIRE #1 "CANNE D'OR"

AOC MARTINIQUE
70 | 100 cl 55% vol.

Following in the footsteps of their major white rhums, HSE have distilled this rum with pure sugar cane juice from the Habitation Saint-Etienne "Verger" and "Coulon" sugar cane fields. The sugar cane variety used for this exceptional rum is "R570", more usually known as "golden cane" or "straw blond cane".

MASTER TASTER'S NOTE

The nose is of intense exotic fruit, with ripe sugar cane and citrus notes. In the mouth, the initial warm yet velvety mouthfeel delights by its exceptional aromatic complexity, with hints of blood orange and passion fruit. The flavour profile then develops further, with flower notes and a touch of white pepper, the whole being both elegant and with a remarkably long finish.



RHUM AGRICOLE

ÉLEVÉ SOUS BOIS



AOC MARTINIQUE

70cl 42% vol.

Aged for between 12 and 18 months in French oak barrels, this lovely, gentle, sweet rum will delight "ti-punch" and "Cuba-libre" cocktail lovers.

MASTER TASTER'S NOTE

This suave rum with its elegant style, highlights the beautiful, aromatic notes of raisin, white grape juice, dried herbs, pears and a touch of vanilla wood.



RHUM VIEUX AGRICOLE

VO

VIEILLI
EN FûTS DE CHÊNE

AOC MARTINIQUE

70 | 100 | 300_{cl} 42_{%vol.}

A rum with the subtle aroma of spice,
aged for over 3 years in oak barrels.
A unique personality, heir of ancestral know-how.

MASTER TASTER'S NOTE

The nose and taste are of a spell-binding balance ;
black pepper and a note of smoke create
the "heady" aspect of the aromatic spectrum,
followed by beautiful, melted vanilla notes
and a taste of bourbon
enhanced by a note of cherry.



RÉSERVE SPÉCIALE TRÈS VIEUX RHUM AGRICOLE

VSOP

VIEILLI
EN FÛTS DE CHÊNE

AOC MARTINIQUE

70 cl 45% vol.

A very long ageing process in Bourbon oak casks and in French oak casks confers upon this exceptional rum a Creole flavour and a spicy, aromatic palate.

MASTER TASTER'S NOTE

The nose is rich with candied fruit : apricot, peach, cantaloupe, followed by notes of grilled almonds and caramel with buttered coffee and clove. The taste is superb and enhances the nose : a broad, warm attack, admirably envelopes the palate. Its mellow nature and viscosity accentuate the lasting taste of this vintage.



GRANDE RÉSERVE RHUM AGRICOLE EXTRA VIEUX

XO

VIEILLI
EN FÛTS DE CHÊNE

AOC MARTINIQUE

70 cl 43 %vol.

This rum is from a selection of the oldest of the plantation estate's vintages as of 1960.

A remarkable rum in wooded hues, this liqueur is the result of complex research where each phase has been extremely well mastered. Mild, spell-binding, and velvety "one of the most beautiful alcohols of the present day."

MASTER TASTER'S NOTE

It has a superb amber robe with a noble nose of extreme richness. Marked notes of cocoa, mocha and blond tobacco, highlighted with a lovely touch of spice : black pepper and nutmeg.



ÉDITION LIMITÉE
**RHUM BLANC
AGRICOLE**

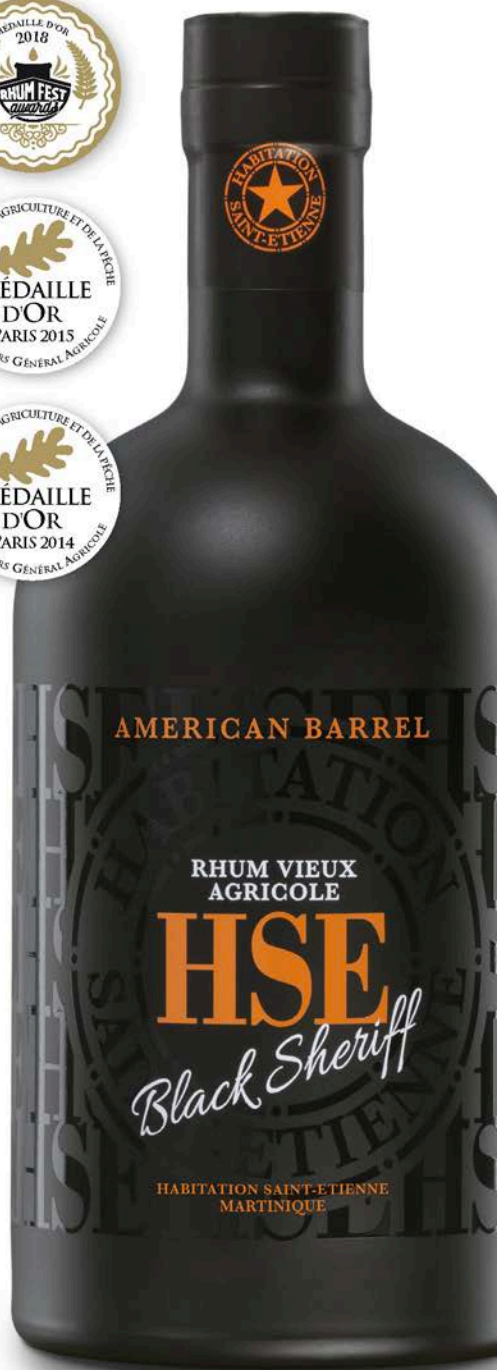
**LA BELLE
HEURE**
Titouan Lamazou

AOC MARTINIQUE

70cl 50% vol.

With this original creation,
designed like a page from his travel journal,
Titouan Lamazou celebrates his love
for the West Indies and HSE Rums.

This agricultural white rum is the result
of the distillation of pure fresh sugar cane juice,
in accordance with the AOC Martinique
production process. The characteristic roundness
and aromatic intensity make it the ideal choice
for your cocktails, long drinks and Ti'punches.



BLACK SHERIFF



**RHUM VIEUX
AGRICOLE**

AMERICAN BARREL

VIEILLI
EN FÛTS DE BOURBON

RHUM DES ANTILLES FRANÇAISES

70/100cl 40%vol.

Black Sheriff, One Shot ! This old rum is a blend of three to four year-old rums mainly aged in American bourbon barrels, sourced from the states of Kentucky and Missouri. The HSE team invites you to taste an old, subtly fruity rum with a certain roundness and perfect balance.

MASTER TASTER'S NOTE

The nose offers generous vanilla aromas which are enhanced by honey nuances delicately coated by very elegant woody notes. The delightfully round and sweet first impression in the mouth makes way for an explosion of fruity flavours. A rum to be enjoyed neat or on the rocks for a moment of pure indulgence!



AGED IN OAK BARRELS
RHUM AGRICOLE

**Ragtime*

AMERICAN BARREL

AOC MARTINIQUE
70/100 cl 40 % vol.

"Ragtime" is a remarkable cuvee
which reveals vanilla notes,
delicate woodiness and scrumptious aromas.
Coming from a meticulous selection
of rhums agricoles mostly matured in 200L
American oak barrels,
this rhum will delight you
in a Ti Punch, as much as in a cocktail.



VIEILLI EN FÛTS DE SHERRY RHUM AGRICOLE EXTRA VIEUX

2007

FINO & OROSO
CASK FINISH

AOC MARTINIQUE

50cl 45% vol.

After 8 years aging in oak barrels in the great tradition of aged HSE rhum, this special vintage has spent an additional 6 months maturing in Sherry Fino & Olorosso barrels.

MASTER TASTER'S NOTE

The Sherry Finish instils the aged HSE agricole rhum with finesse, distinction and exoticism.

The initial and incredibly elegant bouquet has hints of a cigar box lifted by delicately maderised notes of roasted hazelnuts and raisins.

The rounded and balanced taste melts into a harmony of precious wood, prunes and spiced flavours veiled in sweet Sherry notes.



VIEILLI EN FÛTS DE SHERRY RHUM AGRICOLE EXTRA VIEUX

2007

PEDRO XIMENEZ
CASK FINISH

AOC MARTINIQUE

50cl 46% vol.

After 7 years aging in oak barrels in the great tradition of HSE rum, this extra vintage agricole rum has spent an additional 12 months maturing in Islay Single Malt whisky barrels.

MASTER TASTER'S NOTE

The initial bouquet takes us to a world where smoky notes intermingle with tropical fruit such as pineapple and passion fruit.

These fruity notes become more intense after swirling whilst the peat gradually gives way to a lightly spiced woody note typical of our aged agricole rum.

The balanced and beautifully rounded flavour is enhanced by smoky notes typical of Islay whiskies.



VIEILLI EN FûTS DE WHISKY
**RHUM AGRICOLE
 EXTRA VIEUX**

2007

ISLAY CASK
 FINISH

RHUM DES ANTILLES FRANÇAISES

50cl 44% vol.

After 7 years aging in oak barrels in the great tradition of HSE rum, this extra vintage agricole rum has spent an additional 12 months maturing in Islay Single Malt whisky barrels.

MASTER TASTER'S NOTE

The initial bouquet takes us to a world where smoky notes intermingle with tropical fruit such as pineapple and passion fruit.

These fruity notes become more intense after swirling whilst the peat gradually gives way to a lightly spiced woody note typical of our aged agricole rum.

The balanced and beautifully rounded flavour is enhanced by smoky notes typical of Islay whiskies.



VIEILLI EN FÛTS DE WHISKY
**RHUM AGRICOLE
 EXTRA VIEUX**

2005

HIGHLAND CASK
 FINISH

AOC MARTINIQUE

50cl 44% vol.

After 6 years aging in oak barrels in the great tradition of aged HSE rum, this vintage agricole rum has spent an additional 12 months maturing in Highland Single Malt whisky barrels.

MASTER TASTER'S NOTE

The initial bouquet opens with menthol aromas which give way to white flesh fruit. Swirling awakens subtle hints of green almond and orange blossom.

The flavour's refreshing attack allows notes of smoked oats, nectarines, mint humbugs and spices typical of aged rum to develop.



VIEILLI EN FÛTS DE PORTO RHUM AGRICOLE EXTRA VIEUX

2009

PORT CASK
FINISH

AOC MARTINIQUE

50cl 42% vol.

After 5 years of ageing in American oak casks in the purest tradition of HSE rhum, this vintage has spent an additional 12 months maturing in 225 and 500 liters Porto casks. This "opus" blends the evocative and subtle notes typical of Porto wine with the characteristic generosity of Martinique old agricultural rum.

MASTER TASTER'S NOTE

The nose opens up onto delicate aromas of freshly roasted cacao beans and jam. When agitated, delightful hints of rare spices enveloped in elegant woody undertones are revealed. The mouth offers a fine and balanced attack with the empyreumatic chocolate notes gradually making way for a generous finish where fig and dark fruit aromas blend in lengthy harmony.



VIEILLI EN FÛTS DE SAUTERNES
**RHUM AGRICOLE
 EXTRA VIEUX**

2005

CHÂTEAU
 LA TOUR BLANCHE
 FINISH

AOC MARTINIQUE

50cl 41% vol.

After 8 years aging in the great tradition of aged HSE rhum, this 2005 vintage has spent an additional 12 months maturing in Château La Tour Blanche, 1^{er} Cru Classé, Sauternes.

MASTER TASTER'S NOTE

The expressive bouquet delicately projects acacia honey and passion fruit notes. A few seconds of aeration awakens the scent of confit apricot and fig enhanced by a hint of gingerbread. The flavour has a captivating roundness and sublime sweet notes of dried fruit and Muscat before aromatic orange peel rounds it off beautifully. An extraordinary experience that lovers of unique products will adore.



VIEILLI EN FÛTS DE CHÊNE
**RHUM AGRICOLE
 EXTRA VIEUX**

2006

CHÂTEAU
 MARQUIS DE TERME
 FINISH



AOC MARTINIQUE

50cl 47%vol.

After the traditional aging period of more than 12 years usual for HSE aged rhums, this 2006 vintage has been enhanced by a further 10 months extra aging in Château Marquis de Terme wine casks.

A delicate, yet muscular nose opens on rich red fruit and cherry brandy, then develops towards gentle woody, chocolate notes.

Both well rounded and generous in the mouth, initial dark fruit and liquorice flavours are completed by harmonious oak notes and exotic spices in a very long finish.



MILLÉSIME RHUM AGRICOLE EXTRA VIEUX

2007

SMALL CASK MINI-FÛT DE CHÊNE

MARTINIQUE

50 cl 46 % vol.

Thanks to an unusual aging in small barrels of 55 liters, this wonderful spirit will delight fans of "Great" ultra premium rum. The maturation in these Limousin oak casks occurs with intensity far stronger than using ordinary barrels of 200 liters. This unique approach gives to the extra old rum HSE "Small Cask" an outstanding intensity and an amazing aromatic richness.

MASTER TASTER'S NOTE

The nose is complex and elegant. It offers you a valuable touch of wood which mingles with aromas of white-fleshed fruits, prune and gingerbread. The taste is well balanced, smooth and fresh. It carries you into a world of flavors where fruit tones, scents of refined wood and rare spices get together in a long and deep harmony.



GRAND MILLÉSIME RHUM AGRICOLE EXTRA VIEUX

2003

SINGLE CASK FÛT DE CHÊNE UNIQUE

AOC MARTINIQUE

50 cl 47,8 %vol.

A worthy addition to HSE's long line of fine vintages, this "2003 single cask" has had special attention lavished upon it by our cellar master in order to bring you a new balance between strength, roundness and aromatic complexity. Each bottled batch has been carefully selected from a single 400 liters French oak barrel, identified by the double numbering of the bottles.

MASTER TASTER'S NOTE

The nose opens up to an explosion of aromas where the empyreumatic notes of cacao, coffee and Virginia tobacco blend with a fruity universe of prunes, quinces and cooked fruit. The round, generous mouth offers a gentle, elegant attack before extending into a long, fruity and delicately spiced finish.



MILLÉSIME
**RHUM AGRICOLE
 EXTRA VIEUX**

2007

BRUT DE FÛT
 CHÊNE FRANÇAIS

AOC MARTINIQUE
 70cl 50,8%vol.

This cask strength, thanks to its specific ageing, will delight you with its fine delicate nose and an incredible richness. The aromas of candied fruits, sandalwood and quince jam are enhanced with patisserie notes, roast pineapple and a long finish, with delicacy and persistence.

PRODUCT PAGE

FRENCH OAK

Oak origin	Vosges forest
Natural wood seasoning	> 24 months
Wood grain	Fine-grained
Cask volume	400L
Cask toasting profile	Non-toasted
Filtering	Not chill-filtered



MILLÉSIME
RHUM AGRICOLE
EXTRA VIEUX

2007

BRUT DE FÛT
CHÊNE AMÉRICAIN

AOC MARTINIQUE
70cl 51,2% vol.

This limited edition, released cask strength, will delight you with a rich, concentrated and warm nose. Notes of integrated and mellow woodiness, cinnamon and alcohol prunes combine with old leather aromas, cocoa and cigar box and a very lingering finish.

PRODUCT PAGE

AMERICAN OAK

Oak origin	Ozark forest
Natural wood seasoning	> 24 months
Wood grain	Fine-grained
Cask volume	300L
Cask toasting profile	Traditional long toasting
Filtering	Not chill-filtered



GRANDE RÉSERVE
RHUM AGRICOLE
EXTRA VIEUX

1998

SINGLE CASK
FÛT DE CHÊNE UNIQUE

AOC MARTINIQUE

50 cl 47,8% vol.

Distilled and stored for aging in 1998, this vintage rum has matured in Cognac oak casks for more than 14 years in our Habitation Saint-Etienne cellars.

Aged in a special barrel carefully chosen by our cellar master, each bottle comes from a batch of rum with an exclusive aromatic character identified on the bottle by double numeration.

MASTER TASTER'S NOTE

The nose evokes warm notes of ripe fruit, quince blended with cacao and prunes. A round and extremely long lasting palate, imparts an eruption of flavors of crystallized fruits and chocolate.



GRANDE RÉSERVE
**RHUM AGRICOLE
 HORS D'ÂGE**

1960

**VIEILLI
 EN FÛT DE CHÊNE**

AOC MARTINIQUE

70cl 45%vol.

This unique vintage is one of the world's oldest AOC (government accredited label of origin) rums. This extra old, agricultural rum beyond classification is the gem of the Saint-Etienne plantation estate, a tribute paid to beauty and sophistication.

MASTER TASTER'S NOTE

The subtle fragrance of intensely roasted Ethiopian mocha is perfectly balanced with the odour of nuts and old leather. The tasting session ends with a superb lasting taste leaving the time for the enraptured party to fully savour this rare instant.

MARTINIQUE



CULTIVER
LA DIFFERENCE

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