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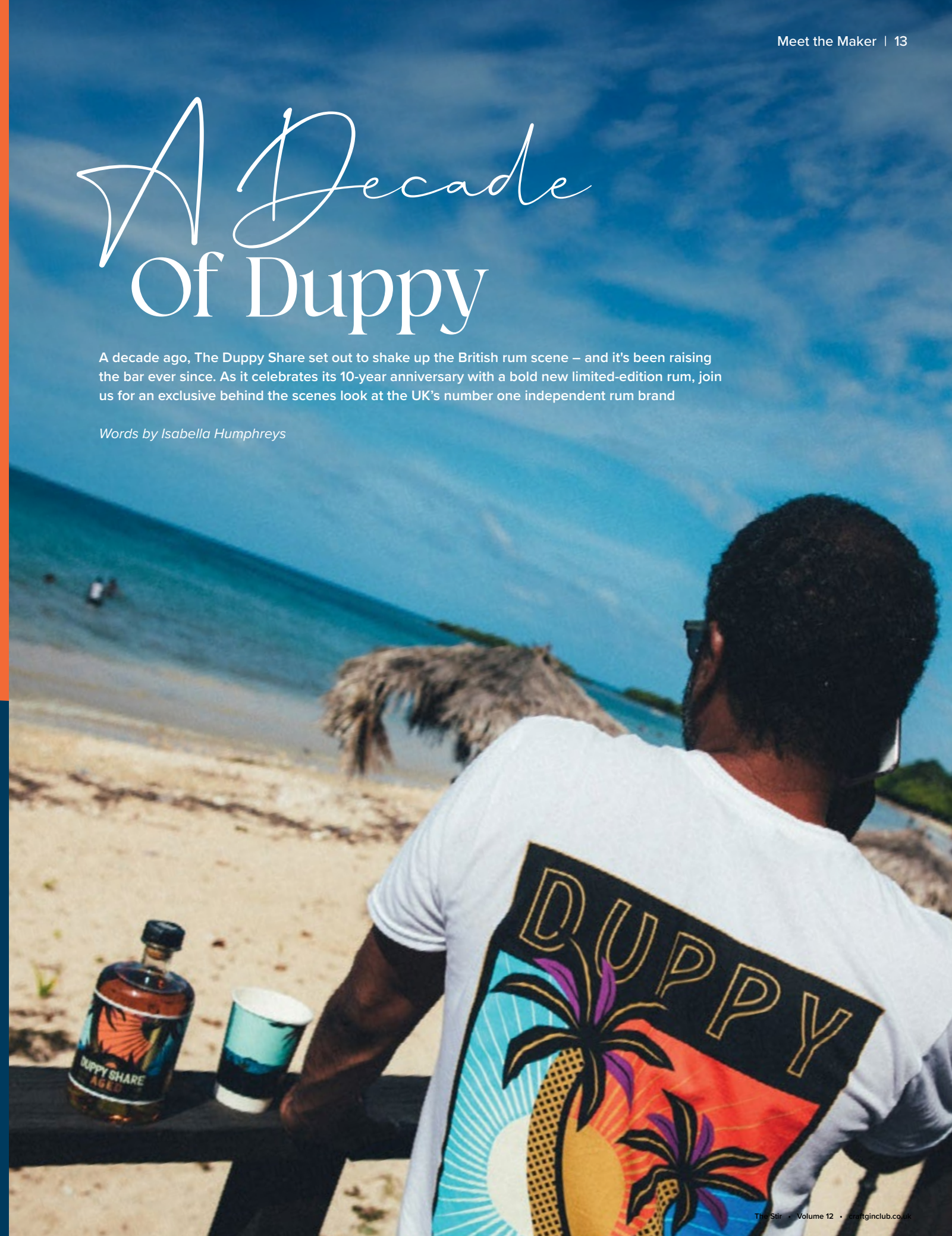
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A Decade Of Duppy

A decade ago, The Duppy Share set out to shake up the British rum scene – and it's been raising the bar ever since. As it celebrates its 10-year anniversary with a bold new limited-edition rum, join us for an exclusive behind the scenes look at the UK's number one independent rum brand

Words by Isabella Humphreys





It may be hard to recall a time before craft rums lined the shelves but, a decade ago, buying a rum nearly always meant picking up a super-sweet bottle with boats and pirates plastered across the label. There was, however, one brand that saw beyond the tired clichés to what rum could be, and set about making it so.

Ten years later, The Duppy Share has not only solidified itself as a cornerstone of the British rum community, but has also pioneered a new wave of rum that celebrates a side of Caribbean culture that had previously been overlooked. We sat down with founder George Frost and CEO Jack Orr-Ewing to find out how they did it.

Reinventing Rum

It's 2015 and the height of the gin boom. Independent distilleries are popping up across the country, crafting spirits with a story that rewrite the script on what a gin can and should be.

For George Frost, founder of The Duppy Share, this was living proof that there was an appetite among Britain's spirit drinkers for affordable but premium-quality spirits. But while craft gin was taking off, rum was lagging behind, pigeonholed by clichés and sugar-filled liquids.

"Back then, basically all the rum you could easily find belonged to a couple of big brands and nothing had changed in decades," George explains. "It was defined by all of these clichés like pirates, bats and sailors, but it's a category synonymous with fun, energy and, importantly, the Caribbean."

With a vision of a brand that could redefine Britain's rum market, George set about finding a way to bring a true taste of the Caribbean to UK consumers, only to stumble upon the perfect idea.

"I was in a bar and overheard the bartender talking about the 'angel share'," George explains. "He was describing how, in the Caribbean, they have this belief that the rum that evaporates off is stolen by these spirits called Duppies. They swoop between the island distilleries, steal the best rum and then have these wild parties with it. I asked him what they call this concept, and the bartender told me, 'the duppy share'."

In a stroke of inspiration, it occurred to George that he could do just as the duppies did: source the best rums from around the Caribbean and blend them together into delicious new spirits.

Launching in 2015 with The Duppy Share Aged Rum, the brand grew quickly, gaining its first listing in Selfridges and becoming one of the first brands entered into Diageo Distil Ventures in 2016. With Jack coming on board as CEO in 2017, the brand was able to expand its team and operations to include events, becoming the official rum of Notting Hill Carnival from 2019.

In 2021, the brand secured a partnership with British music pioneer and actor Kano, marking an important milestone in establishing the brand with British-Caribbean icons and exposing The Duppy Share to a wider audience that resonated with the brand's mission.

At the centre of all of this success? An authentic desire to do the Caribbean justice, truly celebrating the beauty of its culture through a range of one-of-a-kind rums.

Capturing the Caribbean

In shaping its identity, The Duppy Share was driven by a glaring gap in British rum culture. Brands seemed to have focused solely on the Latin influences of Cuba and Puerto Rico, neglecting the rich and diverse heritage of other countries that are pertinent to British Caribbean culture.

"British Caribbean culture is really typified by things like reggae, its cuisine, Carnival and cultural icons like Usain Bolt and Rihanna," Jack describes. "When you think of places like Jamaica, Barbados or Antigua, it conjures up images of a slow, laidback daytime culture that transitions into thumping music and dancing under twinkling festoon lights at night. That's what we wanted to capture – that dichotomy between the tranquil beauty of a day in the Caribbean followed by the energy and excitement of its nightlife."

With every step in building The Duppy Share, the team has always remained committed to celebrating and giving back to the communities that inspire them.



Alongside attending Caribbean events and teaming up with cultural icons, The Duppy Share supports Caribbean communities through meaningful collaborations with local non-profits. "In Jamaica we have a long partnership with The Alpha Institute, a non-profit organisation that provides education for young men from Kingston's inner-city communities," explains George.

This commitment to community and representation is reflected not just in its partnerships, but within the company itself.

"Diversity, equality and inclusion were the big driving forces in our application for B Corp certification," adds Jack. "As the team grew, we wanted to make sure it reflected the culture that we represent, and we're really proud to have achieved that."

The Duppy Share's mission goes far beyond rum. It's a set of values adopted by the entire brand and team – one that's rooted in respect, authenticity and a genuine connection to the culture that inspires everything they do.

Building the Range

From day one, The Duppy Share has focused on bringing bold, flavour-forward rums to the UK market – spirits that feel fresh and accessible, without compromising on authenticity or craft.

Starting with The Duppy Share Aged Rum, a smooth, balanced blend of five-year-old Barbados rum and three-year-old Jamaican rum, over the years the brand has built out its core range to encompass the many categories of rum and the ever-changing drinking habits of consumers.

"Rum isn't just one thing," says Jack. "It's three times the size of gin globally and spans multiple categories. The beauty of being a young company is having agility – we had the opportunity to respond to people's changing palates."

In 2019, the brand introduced The Duppy Share Spiced. Infused with pineapple, kola nut and Caribbean spices, it was an immediate hit with drinkers for its vibrant flavour and infinite mixability.



Over lockdown, the team worked with Kano to create Duppy White – a love letter to Jamaica that celebrates the country's unique influence on London and the world. A 100% Jamaican rum bursting with local flavours, its profile reflects Kano's roots and the memories, smells and flavours that have formed such an integral part of his life.

Shortly after the launch of Duppy White, Duppy Share XO was added to the range. A blend of 5, 8 and 12-year aged rums from Barbados, it's rich, indulgent and fit for any rum aficionado – appealing to sippers of complex spirits with its super-premium feel.

More recently, The Duppy Share has launched its Salted Caramel Rum Cream Liqueur, which blends its Duppy Share Aged Rum with rich dairy cream, salted caramel and all-natural vanilla for a luxurious sip that's delicious over ice.

Together, the range shows just how much The Duppy Share has evolved in 10 years. Every spirit has its own story, but they're united by a shared purpose: to craft world-class rums that honour and celebrate the Caribbean. With Duppy Share Legacy Edition, The Duppy Share's brand-new limited-edition spirit and our August Rum of the Month, the brand is making a bold statement of how far it has come – and a taste of where it's heading.

Duppy Share Legacy Edition

Marking a major milestone in the brand’s journey, Duppy Share Legacy Edition captures everything the team has learned over the last 10 years – about flavour, quality and the palate of the British public.

“What we’ve discovered since starting The Duppy Share is that, actually, the majority of people in the UK prefer approachable liquids packed with familiar indulgent flavours,” explains Jack. “What they really want is something that tastes delicious on its own or over ice, without the need for a masters in mixology.”

It’s insights like these that have led to the creation of this delicious limited-edition rum, aged up to 10 years in ex-bourbon barrels for a smooth, full-bodied finish with rich notes of caramel, vanilla and toffee. Both indulgent and approachable, it’s the perfect spirit to make your sipping experience that extra bit more special.

For the design, The Duppy Share has made a slight departure from its typically vibrant, illustrative labels. Duppy Share Legacy Edition takes its inspiration from the whiskey and bourbon categories, and relies on typeface, exquisite paper stock and colour to communicate quality and flavour profile. Sporting a sleek number 10 to honour the anniversary and the age of the rum inside, the back label includes a letter from founder George as he reflects on 10 wonderful years of The Duppy Share.

Whether you’re a decade-old fan or this is your first experience with The Duppy Share, Duppy Share Legacy Edition is the perfect example of what makes this brand special: a deep respect for the Caribbean, a zest for shaking up the rum market and, most importantly, a love of really really good rum.

