



Wednesday March 8, 2023

Record-breaking rum bottle for P&O Cruises Barbados naming event

P&O Cruises will name its newest ship Arvia in Barbados on Thursday March 16, 2023 with the world's largest bottle of rum for the traditional bottle smash.

Arvia will be officially named by global performer Nicole Scherzinger in a beachside ceremony to be broadcast live on YouTube. With the well-known words of "I name this ship Arvia, may God bless her and all who sail in her" a lever will release the specially commissioned bottle which will hold 15 litres of Mount Gay Black Barrel.

P&O Cruises president Paul Ludlow said: "Our naming party in Barbados is a world first and so it had to be rum. Rum is the very essence of Barbados and as the world's oldest ocean cruise line we simply had to pair with the world's oldest running rum distillery and create what we believe to be the world's largest bottle of rum. Mount Gay has a long and distinguished history and affiliation with the sea – it is a perfect mix.

"Seafarers have always believed that breaking a bottle as the ship was launched afforded it luck and good fortune for the many journeys that lay ahead. Spirits were traditionally used for these ceremonies and it is only in more recent years that this has been replaced by Champagne. We are delighted to partner with Mount Gay and we will be proud to have a replica bottle remain with us on board Arvia to sail around the world as a reminder of this very special day."

Mount Gay managing director Antoine Couvreur said "Mount Gay has had a long historical connection with sailing. At the heart of this shared story is Barbados, the birthplace of rum. Since 1703, honouring our authentic heritage has made Mount Gay the drink of choice for sailors and the maritime industry as a whole. We are delighted to partner with P&O Cruises for this historic bottle smash as we celebrate our 320th Anniversary this year."

The bottle of Mount Gay Black Barrel to be used for Arvia's naming is a specially produced Demi John. This type of bottle was traditionally used from the 18th Century to store and transport rum.

Arvia's naming party will be hosted by DJs Trevor Nelson and Sara Cox and will feature an exclusive performance from Olly Murs as well as the spectacular closing finale from the ship's godmother and new entertainment partner Nicole Scherzinger.

To watch the event live on YouTube please go to - <https://bit.ly/arviasnamingceremony>

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Notes to editors

Ships brought rum from Barbados to every port in the old world and it was during these long voyages that barrel ageing of rum was discovered.

Mount Gay Black Barrel is crafted from a blend of intense and aromatic rums, distilled in traditional copper pot and column stills, matured between three to seven years in American whiskey casks and then finished for six months in deeply charred Bourbon casks.

About P&O Cruises

P&O Cruises is Britain's favourite cruise line, welcoming guests to experience holidays with a blend of discovery, choice, relaxation and exceptional service catered towards British tastes. The fleet of seven ships each have their own appeal from family friendly or exclusively for adults.

With over 200 destinations worldwide, P&O Cruises Itineraries are carefully curated to inspire discovery, and are varied to suit newcomers and experienced guests alike. With a wide choice of holidays from two days to three months there is something for everyone.

Arvia joined the P&O Cruises fleet in December 2022 as its second LNG-powered, Excel-class ship offering a Caribbean maiden season of fly-cruise holidays from homeport Barbados.

Arvia, meaning "from the seashore," is an innovative and future-focused ship and the latest evolution in the P&O Cruises experience, embodying the newest trends in travel, dining and entertainment to offer varied and contemporary holidays.

The ship boasts a unique SkyDome with a retractable glass roof and 16 guest decks, and will feature the first Altitude Skywalk high ropes experience, the tropical-themed Altitude Minigolf, the Altitude Splash Valley aquazone, an outdoor Sports Arena, swim-up bar and infinity pool. It will also offer guests several new dining options such as Green & Co feat. Mizuhana, Ocean Studios cinema, extensive shopping, and the Oasis Spa and Health Club.

British Travel Awards Winner 21/22 – Best Cruise Line for Family Holidays.

Cruise Critic Editors' Picks Awards Winner 2022 – Best for Families.

The company is part of Carnival Corporation & PLC (NYSE/LSE: CCL; NYSE:CUK).

About Mount Gay

Mount Gay is the world's oldest running rum distillery established in 1703. Founded and still located in the Parish of St Lucy, at the northernmost tip of Barbados, Mount Gay is crafted using pure, coral-filtered water and the finest Barbadian and Caribbean molasses.

Distilled in traditional double copper pot and copper column stills, Mount Gay rums are aged in a diverse selection of casks including American whiskey, Bourbon and Cognac. Harnessing over 300 years of heritage and expertise, Mount Gay rums are a fine balance between science, art and innovation. Blended by Master Blender Trudiann Branker and aged under the influence of Barbados' tropical climate, our rums highlight a unique, rich and flavorful character.



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Mount Gay's core range includes Mount Gay Silver, Mount Gay Eclipse, Mount Gay Black Barrel and Mount Gay XO alongside the annual limited-edition collection The Master Blender Collection. In addition to crafting the world's oldest rum, Mount Gay is committed at all times to the use of

sustainable and transparent practices in order to realize our vision of environmental stewardship and carbon neutrality.

For more information on our rum and to explore more about what we do for our community and the planet, visit www.mountgay.com

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