# Wray & Nephew launches Wray’s 43 to celebrate 200 years



Wray & Nephew, a renowned brand under the Campari Group, has introduced Wray’s 43, marking its first new release in the UK in several years. Launched to coincide with the brand’s 200th anniversary, this limited edition white Jamaican rum boasts an alcohol by volume (ABV) of 43%, catering specifically to UK consumers' trend towards full-flavour, easy-to-mix spirits.

The launch of Wray’s 43 represents a strategic response to the evolving preferences of rum drinkers in the UK market. While the brand is commonly associated with its Overproof rum, which is bottled at a staggering 63% ABV, Wray’s 43 has been crafted as a distinct expression rather than merely a diluted version of its stronger counterpart. The new offering is a blend of unaged white rums from Jamaica, featuring complex notes of rich fruits, charred pineapple, and molasses, ensuring a naturally sweet profile that maintains the authenticity of Wray & Nephew.

The rum is positioned as an ideal option for long drinks, with suggested mixers including pineapple juice, ginger ale, or coconut water. The signature serve, known as Wray’s 43 & Pineapple, combines 25ml of Wray’s 43 with pineapple juice and is garnished with either fresh pineapple or a lime wedge. This combination aims to enhance the tasting experience while promoting the tropical essence of Jamaican rum.

David Morrison, deputy master blender at J Wray & Nephew, highlighted the innovative approach behind this release by stating, “The launch of Wray’s 43 is an exciting new exploration for us. We have listened to our community and are providing rum lovers with a fresh way to experience the tropical flavours of Jamaica rum whilst staying true to the product’s authenticity. Full-flavour guaranteed.”

Wray’s 43 is now available for UK consumers exclusively through Booker for convenience store distribution and via Amazon directly to consumers, with a recommended retail price (RRP) set at £25 (approximately US$32). The strategic launch taps into the ongoing trend of premiumisation in the spirits market, addressing a demand for versatile rums that can be incorporated into various mixed drinks.

This new offering not only aligns with current market trends but also reinforces Wray & Nephew's commitment to innovation and tradition as it continues to be one of the best-selling rum brands globally. The brand's previous initiatives, such as the Wray Forward programme, which supports Black-owned businesses in the UK, further illustrate its dedication to community engagement as it celebrates this significant milestone.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://www.betterretailing.com/br/product-news/wrays-43-rum-gets-exclusive-convenience-launch-through-booker/> - This article supports the launch of Wray's 43, its availability exclusively through Booker, and its characteristics such as ABV and recommended mixers.
* <https://drinksretailingnews.co.uk/new-drinks-launches-june-2023/> - While not directly about Wray's 43, this article provides context on new spirits launches and market trends, which aligns with the strategic positioning of Wray's 43.
* <https://thelonecaner.com/strongest-rums-in-the-world/> - This article discusses various rums and their ABVs, providing context on the strength of Wray & Nephew's Overproof rum compared to Wray's 43.
* <https://www.camparigroup.com/en/our-brands/wray-nephew> - This link would provide information on Wray & Nephew as a brand under the Campari Group, though it is not directly available in the search results.
* <https://www.amazon.co.uk/s?k=Wray%27s+43+Rum> - This URL supports the availability of Wray's 43 on Amazon for direct consumer purchase.
* <https://www.booker.co.uk/> - This link supports the exclusive distribution of Wray's 43 through Booker for convenience stores.
* <https://www.thespiritsbusiness.com/2025/03/wray-nephew-launches-uk-exclusive-rum/> - Please view link - unable to able to access data