

FOR IMMEDIATE RELEASE

Revival Rum Unveils FB90 — Britain's First Overproof Rum Made with Jamaican-Style Fission Yeast

Northamptonshire, UK – 10th December 2025 – Revival Rum is proud to introduce FB90, a bold new overproof rum that marks a milestone not only for the distillery, but for the UK rum scene as a whole. For the first time in this country, Revival Rum has employed a commercial fission yeast — the same type traditionally used by Jamaican rum houses — to craft an unaged, overproof spirit with authentic Caribbean character.

A New Chapter in British Craft Rum

FB90 represents Revival Rum's pioneering spirit. Using fission yeast allows for flavour development and fermentation dynamics very close to those in Jamaica's storied distilleries. Under the watchful eye of master distiller James Singlehurst, the team combined this heritage yeast with premium cane molasses and proprietary fermentation protocols — then distilled the wash in the distillery's copper **double-retort pot still**. This old-world Caribbean-style distillation captures more congeners and flavour compounds than modern column stills, delivering the richer, fuller-bodied rum that Revival is known for.

From Farm to Bottle: Craft, Community, and Commitment

Based on a working farm in the Northamptonshire countryside, Revival Rum was born when James — formerly a farmer — decided to pursue his two-decade passion for distillation during the 2020 lockdowns. With support from government grants, he converted a redundant farm building into a fully operational distillery. His ambition: to recreate Caribbean-style rum using British ingredients and craftsmanship.

The distillery's mission goes beyond simply making fine spirits — it's about supporting rural communities. For every bottle sold, Revival Rum donates £1 to the Royal Agricultural Benevolent Institution (RABI), reinforcing its roots in British farming and community.

The FB90 Experience: Potent, Authentic, and Ready to Mix

FB90 is unapologetically powerful — an overproof rum designed to deliver true depth of flavour. The use of fission yeast, combined with the double-retort copper still, preserves the rum's original character and complexity. Whether sipped neat (for the brave) or used as the cornerstone of high-octane cocktails, FB90 is a statement of Revival Rum's dedication to craft, authenticity, and innovation.

As Revival Rum continues to fill premium casks — Bourbon, Pedro Ximénez sherry, Madeira, and fortified-wine barrels — for future aged releases, FB90 signals the distillery's

ability to honour the traditions of Caribbean rum-making while pushing boundaries from a British soil.

About Revival Rum

Revival Rum is a small-batch, farm-based distillery located in Northamptonshire. Founded by James Singlehurst, Revival Rum crafts fine Caribbean-style rums using traditional copper double-retort stills, long fermentations and premium cane molasses. The name “Revival” reflects resilience, renewal and the distillery’s commitment to community, craftsmanship, and quality. The distillery offers guided tours and tastings by appointment.