



EMBARGOED UNTIL 19:30 April 13, 2022

April 13, 2022

P&O Cruises announces The Tidal Rum as exclusive new partner on board Arvia
First ever rum distillery at sea

P&O Cruises has formed an exclusive partnership with award-winning pioneer of British coastal rum, The Tidal Rum which will create a unique rum blend especially for Arvia's Caribbean sailings.

Created by Jersey-based founders of Shorts Boy Distillery, Ben Clyde-Smith and Harry Coulthard, The Tidal Rum is inspired and influenced by the sea and shore. Its rich golden smoothness comes from a careful blend of Caribbean cask-aged rums from Trinidad, Jamaica, Barbados and the Dominican Republic, whilst an infusion of lightly oak smoked Pepper Dulse, a little-known wild seaweed known as 'the truffle of the sea' found on Jersey's coastline at low tide, gives a unique ocean salted caramel flavour.

The rum's maiden production will take place on board Arvia in the first rum distillery at sea in Anderson's Bar. It will then be ready for guests to enjoy neat or in an array of expertly crafted cocktails on board. Following the launch, The Tidal Rum will recreate the recipe and bottle, ready to share and serve to guests across the P&O Cruises fleet.

P&O Cruises president Paul Ludlow said:

"We are so delighted that following Iona's on board gin distillery we are, once again, innovating with this first rum distillery at sea on Arvia which will be so fitting in the Caribbean sunshine.

"The Tidal Rum will be the perfect drink to cool down in the Caribbean heat while enjoying the ship's views of the ocean, seashore and surrounding destinations, or to give as a souvenir for friends and family when they arrive home."

Harry Coulthard from The Tidal Rum said:

"With our new rum, we wanted to bring together the finest rums of the Caribbean with the fresh notes of coastal botanicals from the shores of Britain's islands. Whether you're taking your first sip while enjoying a stunning island horizon or a beautifully crafted cocktail in Anderson's Bar, our rum has all the ingredients of an unforgettable P&O Cruises holiday."

Arvia will join the P&O Cruises fleet in December 2022, her maiden voyage will be to the Canary Islands, followed by a winter season in the Caribbean. She will be the largest ship to sail from her home port of Barbados, offering guests a choice of holidays, ranging from 7 to 22 nights, with an overnight stay in Barbados and an extended call to Antigua on many holidays. She will join sister ship, Iona as one of the world's most environmentally-friendly ships, fully powered by liquefied natural gas (LNG).

In addition to Anderson's Bar, Arvia will have a choice of 12 restaurants plus eight other exciting places to eat. Fleet favourites such as Epicurean, Sindhu and The Glass House and Iona icons including The Keel & Cow and The Olive Grove will star alongside dining concepts created exclusively for Arvia including Green & Co featuring Mizuhana, 6th Street Diner and Roast Carvery.

Find out more at:

pocruises.com/cruise-ships/arvia/dining-and-bars

Ends

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. P&O Cruises fleet of premium ships combine genuine service, a sense of occasion and attention to detail.

In 2021 P&O Cruises launched Iona, its first Excel class ship. The LNG-powered ship, with 5,200-guest capacity, is the largest ship built to serve the UK market. Iona features enhancements to already successful brand signature venues from the existing fleet, as well as features newly developed for Iona. These include a three deck atrium in the heart of the ship as well as SkyDome – a glass dome exclusively designed by Martin Francis. This is a world first at sea and offers a unique space for both relaxing in all weathers and providing entertainment, featuring aerial performers and a wealth of live acts.

P&O Cruises second LNG-powered Excel class ship and sister ship to Iona is named Arvia, meaning from the seashore, and will join the fleet in December 2022. Arvia is an innovative and future-focused ship and will offer outstanding, varied and contemporary holidays. Arvia has been designed to travel to the sun all year-round and to maximise views of the ocean and the seashore from everywhere on board.

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. P&O Cruises sails to Australia & New Zealand, Baltic, the British Isles, Canada, the Spain, Portugal & the Canary Islands, the Caribbean, Central America, the Far East & Asia, the Indian Ocean, the Mediterranean, Scandinavia, South America, the South Pacific, the United States and Western Europe.

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

About The Tidal Rum

The Tidal Rum are award-winning pioneers of British coastal rum. The innovative Jersey-based rum brand is at the forefront of the rum revolution, on a mission to make rum the first drink of the night, not the last. The sea and shore have always been the soul of The Tidal Rum, from inspiration to taste. And the sea's tides feed into everything they do, from its rum-making process and respecting the world's oceans.

The Tidal Rum truly is an island hopper, getting its rich golden smoothness from a careful blend of cask-aged rums from Trinidad, Jamaica, Barbados and the Dominican Republic, and then infused with lightly oak smoked Pepper Dulse, foraged from Jersey's shores, giving it a unique salted caramel flavour. With one of the largest tidal ranges in the world, the Jersey coastline opens up an underwater rainforest at full lunar tides, where a vast range of sea botanicals can be carefully sourced.

For further press information please contact:

Michele Andjel, michele.andjel@carnivalukgroup.com 07730 732 072