

Flor de Caña

THE SLOW-AGED® RUM

A RUM EXPERIENCE LIKE NO OTHER.



Each expression of Flor de Caña rum is an example of excellence. This is attributed to the quality craftsmanship in every aspect of production from planting the cane to the sugar and molasses-making to the distillation and aging process. While many other rum brands tend to blend lighter and heavier rums, the flavor profile of each Flor de Caña expression can be traced to the unique fermentation and distillation recipe.

— Ed. Hamilton - Rum Expert
Founder, Ministry of Rum

Expertly crafted in Chichigalpa, Nicaragua since 1893, Flor de Caña embodies the essence of rum perfection. Here the distiller's art reveals a rare brand that includes some of the world's great premium and super-premium rums. This unwavering commitment to creating the highest quality rums combines a rich heritage, the finest natural ingredients, and a unique slow-aged process that has been the hallmark of Flor de Caña for over six generations.

Unlike other rums, all Flor de Caña Rums are naturally aged for the years stated on the label. Different ages are never blended together, and there are no additives to artificially accelerate aging. In fact, many industry experts refer to Flor de Caña Rum as the "single malt" of the rum category.

Why Flor de Caña Rum?

- **Unrivaled Quality:** Made with locally sourced natural ingredients and an unhurried Slow-Aged® process, without artificial aging accelerators.
- **100% aged:** the age on the bottle is the age of the rum. There is no blending of different ages
- **The most-awarded rum in the world:** Flor de Caña Rums have won more than 80 international awards in the past 10 years alone.
- **Produced and bottled at the source in Nicaragua:** Flor de Caña is a single-estate rum, using century-old guidelines to ensure that the proper attributes are apparent in every drop.
- **Eco-friendly:** All products are produced with minimal impact on the environment.

THE MOST AWARDED RUM IN THE WORLD

Consumer Profile

Slow-Aged Collection

- 7-Year Old Grand Reserve: Young, upwardly mobile professional, 25-34 year-old
- 4-Year Extra Dry/4-Year Gold Label: Younger, aspiring; 21-29 year-old

Centenario Collection

- Well-heeled men, mature; 35+ years old, interested and capable of paying more for quality and taste.

Channel Focus

- **On-premise:** Flor de Caña 7 YO Grand Reserve, delivers a unique combination of taste and flavor, that is appreciated by casual drinkers and rum connoisseurs alike. Unlike mass produced rums, Flor de Caña 4 YO Extra Dry (White) and 4 YO Gold deliver the perfect spirit for creating unique signature cocktails as well as the perennial favorites like The Rum & Coke, The Mojito and The Daiquiri.

For establishments who focus on carrying a wide selection of rums, The Centenario Collection of 12 YO, 18 YO and The Centenario Limited Edition 15 YO are essential expressions required to deliver a Rum Experience like no other.

- **Off-premise:** Consumer demand for Flor De Caña rums is growing rapidly. The primary volume drivers are the 4 YO Extra Dry (White), 4 YO Gold and the 7 YO Grand Reserve with the Centenario Collection, 12 YO, 18 YO and The Centenario 21 Limited Edition 15 YO, offering consumers a super premium range to sip, savor and enjoy.

The Slow-Aged® Collection: The 7-Year Old and 4-Year Old rums are crafted with an aging process that makes each of them incredibly rich in flavor and smooth tasting.

Shelf Set



Competitive Set

- Appleton Estates, Bacardi, Don Q, Cruzan, Brugal

Available SKUs

- **Slow-Aged Collection:** 50 ml, 750 ml, 1 L, 1.75 L.

Pricing

- On par with Appleton

The Centenario Collection: Flor de Caña Rums of 12, 15 and 18 years make up The Centenario Collection. All three have received international acclaim as the finest quality rums in the world.



7-Year Old Grand Reserve

The Slow-Aged® Collection Flagship
Color: Mahogany
Taste: Very Smooth and full bodied
Serving Suggestions: On the rocks, with a splash of cola, soda or water; The Grand Mojito is a favorite.



4-Year Old Extra Dry

Color: Crystal Clear
Taste: Light-bodied
Serving Suggestions: Mixes extremely well with fruit juices, colas, soda, and tonic water. Perfect for tropical drinks.



4-Year Old Gold Label

Color: Golden Amber
Taste: Medium body with a vanilla bouquet
Serving Suggestions: Excellent with soda and colas; perfect for punches and light cocktails.



18-Year Centenario Gold

The Centenario Collection Flagship
Color: Amber
Taste: A full bodied rum with a rich complexity of flavors and a smooth finish
Serving Suggestions: Neat or on the rocks



15-Year Centenario 21 Limited Edition

Color: Dark Mahogany
Taste: Entry is opulent, viscous, caramel-like and moderately sweet. Toasty and tobacco-like. Aftertaste is long and riveting.
Serving Suggestions: Neat or on the rocks.



12-Year Centenario

Color: Reddish Amber
Taste: Stately and semi-sweet. Nougat, almond butter, molasses and sherry abound.
Serving Suggestions: Neat, on the rocks, or with a splash of water or soda.