

MEXICAN RUM

**EL RON PROHIBIDO®**

SILVER



*“Rescued from the original Recipe Of Making Artisanal Rum”*

# HISTORY



“Chiringuito” first arrived to Spain in the early 18th century and was banned by the Spanish King Felipe V de Borbón because he deemed it a threat to the local economy. It wasn’t until the latter part of the century that a royal permit was issued for the production of Mexican “chiringuito” white rum on the grounds that it would be a major source of revenue for the Spanish crown during its war against England. A royal order issued on 19 March 1796 finally lifted the ban and legalised the production, sale and consumption of this spirit.

From that time “chiringuito” was consumed as a remedy to a host of ailments.

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The makers of Ron Prohibido *has RESCUED the first and ORIGINAL RECIPE OF MAKING ARTISANAL RUM of XVIII century*, and now are offering the world a new product from Mexico: Ron Prohibido Blanco Triple Destilado. We will continue to cross borders into the most demanding countries to offer a spirit drink with magnificent and unique characteristics.





MEXICAN RUM

**EL RON PROHIBIDO®**

SILVER



**DEFYING FRONTIERS**  
SINCE 1700

1700 | PROHIBIDO POR EL REY DE ESPAÑA FELIPE V DE BORBÓN | 1796



Ron Prohibido Blanco is a Mexican premium rum produced from sugar cane selected from special vines and using a slow fermentation process. A distinctive triple distillation performed in copper stills and requiring at least six months of aging produces a wide range of delicious flavours and aromas.

## — T A S T I N G   N O T E S —

ABV : 40%



### Appearance:

A shimmering silver colour and light body is apparent.



### Nose:

Soft, sweet and diverse notes of anise and rose are noted along with fruity notes of apple, raisins and prunes. Also present are citrus orange hints, as well as mint, vanilla and olive nuances.



### Taste:

A silky blend and balance between the delicate bitterness of citrus and the sweetness of sugar cane is noted. The silky finish offers nuances of mint, walnut and citrus.



# PRODUCTION PROCESS



## Reception Of Base Ingredients

The best canes are selected from Veracruz, Mexico. Veracruz was the leading area for the production of chinguirito before and after its prohibition in the 18th century.



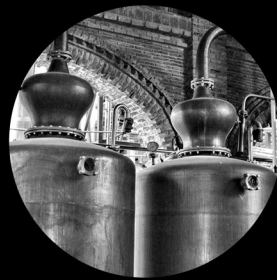
## Milling

Cane milling produces a clear liquid with high sugar content called guarapo, which will be the heart of the rum.



## Guarapo Fermentation

A slow, smooth and controlled process of fermentation is carried out using special strains of yeast.



## Distillation

Triple distillation is performed using a continuous tower and copper stills. The distillation is process slow and meticulous.



## Maturation

This step is carried out in lightly and medium-toasted oak barrels over a minimum period of six months. The time and type of barrel toasting is what gives the drink the aroma and taste that people love.



## Filtering

A special polishing filtration gives the product its bright nuances.



## Mixing And Packaging

The master rum maker performs special mixtures, and prior to bottling a “marrying” or fusion process results in a blend of flavours that gives the drink its unique and special taste.

Bottle Sizes:



70 cl 75 cl

## — P O S —



Usd 1.5 x Unit



40 Usd Box 88 Units, 3 oz



Usd 10 x Unit



Usd 1.5 x Unit, 16 oz



Usd 7 x Unit



Usd 2 x Unit



Fraternity Spirits is the international marketing partner for Ron Prohibido Distillery and Hacienda Corralejo's premium brands. Exporting the products worldwide to Asia, Europe, the Central Caribbean, South America and North America.

We have 20 years of experience creating, representing and marketing premium spirits brands. We have a professional team who work with passion and dedication to get the best quality spirits to the worldwide market.

The key to our success is:

- Trough historical stories (Mexico's history, heritage, iconic characters).
- Historical locations associated with them.
- QUALITY and FLAVOUR
- Individual special designs of bottles are what sustain our products and create the distinction

Join our WORLDWIDE NETWORK.

C O N T A C T M E X I C O C I T Y

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