

RON MEXICANO

EL RON PROHIBIDO®

MEXICAN RUM



HISTORY



I

During the 18th century, Spanish ships reached Mexico with barrels of sweet raisin wine.

II

Instead of being sent back empty, these barrels were filled with a distilled cane Juice "Chingirito"

III

The long voyage back in the prior used sweet wine barrels did give the rum the unique touch as they journeyed back to Spain the barrels impregnated the Chingirito rum with aromatic and complex notes that created an excessive drinking habit with in the population

IV

Its popularity threatened the Spanish liquor economy, prompting the King of Spain, Felipe V de Borbón, to ban it. Its production in the New World was criminalised for nearly a century.



"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.



Ron Prohibido Family Range

Are a premium mexican rums produced under a 12 and 15 years solera system. The truly distinctive taste is from the original rescued Recipe of the XVIII century, which is acquired through the combination of different blended rums aged in used sweet wine barrels resulting a blend of a wide range of flavors and delicious scents.

Our Ron Prohibido Silver is produced from sugar cane selected from special vines and using a slow fermentation process.

El Ron Prohibido *has RESCUED the first and ORIGINAL RECIPE OF MAKING ARTISANAL RUM of XVIII century*, now is making a highly anticipated and unexpected comeback. It has arrived to Europe and the rest of the world from Mexico, crossing the borders of the most demanding countries, to offer young and mature people this authentic Mexican rum.

RON MEXICANO
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MEXICAN RUM

DEFYING FRONTIERS SINCE 1700

Go beyond your limits, and discover why Felipe V was forced to ban it.



Rum Prohibido is a premium rum produced under a 12 and 15 years solera system. *The truly distinctive taste is from the original rescued Recipe of the XVIII century*, and reflects the distinction, which is acquired through the combination of different blended rums aged in used sweet wine barrels resulting a blend of a wide range of flavors and delicious scents.

Ron Prohibido 12 (Reserva)

Mexican Fine Rum produced under solera system with 12 American oak barrels previously used for raisin wine, that improves sweet and bitter notes. The truly distinctive taste is from the original rescued Recipe of the XVIII century.



Tasting notes:

Color: Ocher-toned with bright hues and subdued reddish flashes.
Aroma: Aromatic notes of wood, pepper, nuts, chocolate, cane, vanilla, mint, coffee, almonds, walnut, oak, cinnamon, caramel and honey.
Finish In The Mouth: Nuts, wood, vanilla, caramel, chocolate, molasses, cane juice, oak, anise and smoky toasted notes.
Alcohol Content: 40%

Ron Prohibido 15 (Gran Reserva)

This rum is the result of a pursuit for perfection. To make it, the finest cane liquor is aged in a solera system with 15 American oak barrels previously used for raisin wine. Aging in barrels that have been toasted in a traditional way gives this rum the dry tones and pleasant aromas that evoke once forbidden flavors. Ron Prohibido 15 embodies the glorious past of an ancient rum and the present of a world-class drink.



Tasting notes:

Color: Ocher-toned with bright hues and subdued reddish flashes.
Aroma: Aromatic notes of wood, pepper, nuts, chocolate, cane, vanilla, mint, coffee, almonds, walnut, oak, cinnamon, caramel and honey.
Finish In The Mouth: Nuts, wood, vanilla, caramel, chocolate, molasses, cane juice, oak, anise and smoky toasted notes.
Alcohol Content: 40%

Ron Prohibido Silver

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 flavors and aromas.



Tasting notes:

Color: Silver color with crystalline flashes.
Aroma: Sweet aroma of cane, light citrus notes of orange and lemon with a touch of fruity aromas.
Finish In The Mouth: Its sweet taste comes from the use of top-quality sugar cane and a citrus touch that envelops you in its subtle sweetness
Alcohol Content: 40%

Available Presentations:



Solera 12



Solera 15



Silver



— MIXOLOGY —

KOKIN

INGREDIENTS:

- 45 ml Ron Prohibido
 - 20 ml simple syrup
 - Natural coconut water
- Served in a peeled coconut

FRESH TEMPTATION

A special citric syrup is mixed with the original recipe's blend of mineral water with our rum to create a special citric flavour that gives off a refreshing vibe.

INGREDIENTS:

- for 330 ml of citric syrup:
- Juice of 4 yellow lemons.
- 1 table spoon of ginger
- 15 crushed basil leaves.
- 3 ounces of natural grenadine syrup

Drink ingredients:

- 2 ounces of Ron Prohibido
- 3 ounces of citric syrup
- 3 ounces of mineral water
- 4-6 ice cubes

GREEN BUBBLE UP

A mixture of our rum with mineral water and a slight touch of basil that adds a subtle herbal flavour.

Twist: The same mixture with a yellow lemon twist.

INGREDIENTS:

- 2 ounces of Ron Prohibido
- 10 crushed basil leaves.
- 7 ounces of mineral water
- 4-6 ice cubes
- (Twist of yellow lemon)

RESERVA PROHIBIDA

INGREDIENTS:

- 50 ml Ron Prohibido
- 15 ml yellow lemon juice
- 20 ml passion fruit juice
- 10 ml Licor 43
- Passion fruit soda

DEFYING FRONTIERS

Rum and beer, the perfect daring mix.

INGREDIENTS:

- 3 ounces of Ron Prohibido
- 6 ounces of cold Pilsen beer

PROHIBIDO LUCKY

INGREDIENTS:

- 45 ml Ron Prohibido
- 20 ml simple syrup
- 10 mint leaves
- 8 blueberries
- Top off with soda water
- Garnish with a mint sprig and blueberry brochette

MOJITO PROHIBIDO:

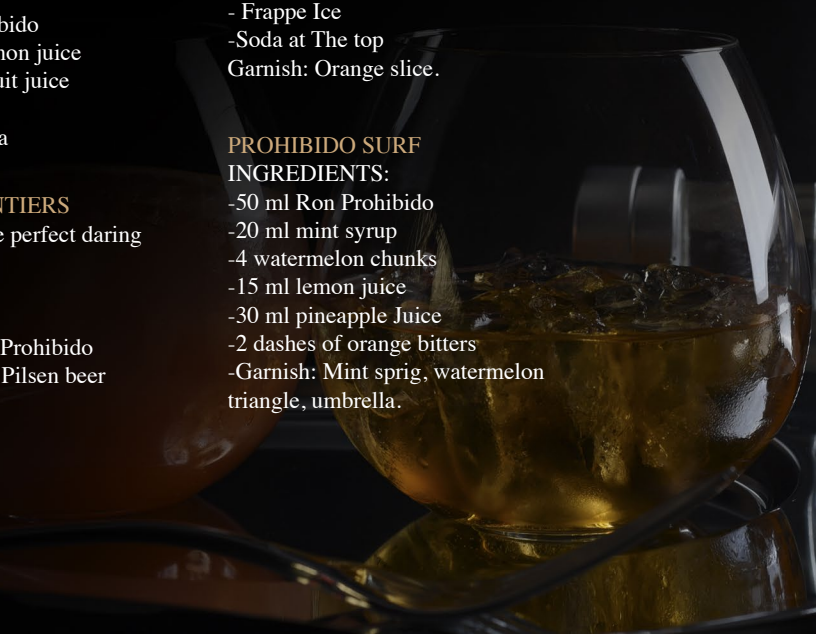
INGREDIENTS:

- 2 oz Ron Prohibido Silver
- ½ oz Orange juice
- ½ oz Lemon juice
- 1 oz Natural Syrup
- Peppermint
- Frappe Ice
- Soda at The top
- Garnish: Orange slice.

PROHIBIDO SURF

INGREDIENTS:

- 50 ml Ron Prohibido
- 20 ml mint syrup
- 4 watermelon chunks
- 15 ml lemon juice
- 30 ml pineapple Juice
- 2 dashes of orange bitters
- Garnish: Mint sprig, watermelon triangle, umbrella.





FRATERNITY

SPIRITS

We were born to serve, project and capitalize on the latent need for premium Mexican products with great potential in the international market, and now, from other regions too in accordance with global trends within specific niche markets, with the aim of rewarding “quality, effort, talent and authenticity”

Fraternity has evolved as the representative, partner and commercial arm of several Mexican and international premium brands that have joined the magnificent journey it started in 1994. Exporting our products worldwide to Asia, Australia, Europe, the Central Caribbean, South, Central and North America.

OUR KEYS TO SUCCESS

- Telling stories about our culture, iconic characters, heritage and genuine Mexican character while strengthening the artisanal identity of our brands.
- Honoring historical locations associated with Mexico's heritage and with our associated international brands.
- Quality and flavor
- Special and unique designs on our bottles.

JOIN OUR WORLDWIDE NETWORK,
JOIN THE FRATERNITY!

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elronprohibido



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