



By the year 1700, Spanish ships arrived to the colonies in the New World loaded with products from Spain. One popular product was sweet wine stored in barrels, which were later emptied after use. These empty barrels were filled with Chinguirito, which is rum that was produced in Mexico, and shipped back to Spain. As the rum aged in the sweet wine barrels during the trip back to Spain, it absorbed wood flavors and aroma from the sweet wine barrels, which gave it very special characteristics. The resulting product became very popular in Spain, and local producers saw it as a threat to the sales of their products. Consequently, the King of Spain prohibited the production of this rum in the New World. Chinguirito was also known as Habanero because the last stop on the way back to Spain from the New World was Habana, Cuba.

EL RON PROHIBIDO®

Produced and Bottled in Mexico by:

Ron Prohibido, S.A. de C.V.
R.F.C. RPR-140212-TR0 Domicilio Conocido s/n
Ex-Hacienda Corralejo Pénjamo, Gto. C.P. 36927



Bottle certificate

No. _____ LOTE _____

PRODUCT OF MEXICO
40% Alc/Vol
NET CONT. 750 ml

GOVERNMENT WARNING:

(1) ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS.

(2) CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR OR OPERATE MACHINERY, AND MAY CAUSE HEALTH PROBLEMS.

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