

# CONDE DE CUBA

*Unique Cuba Noble Rum*



# SUMMARY

- Origin and evolution of Ron
- Sevilla distillery
- Who is Conde de Cuba?
  - Distinctions
  - Legacies
- Conde de Cuba in Cuba
- Conde de Cuba in Spain
- Suggestions of the new image

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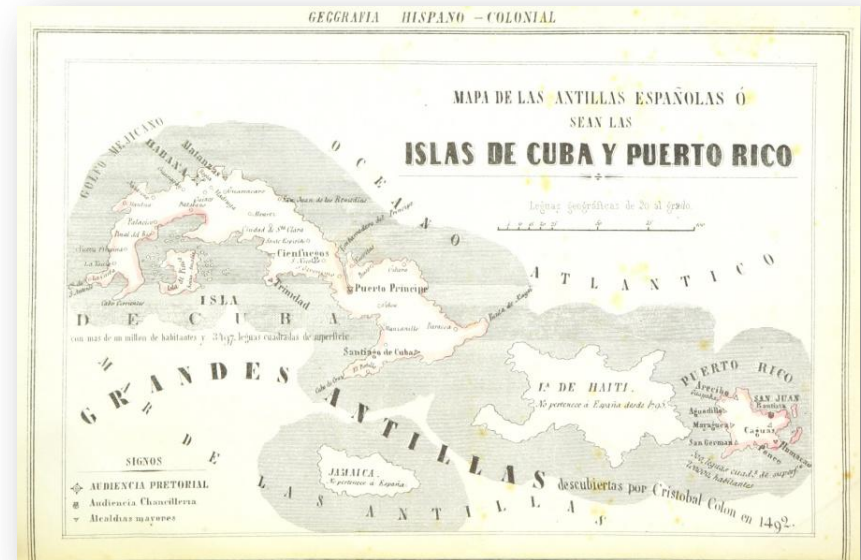


# The history of rum

## Origin and evolution

Rum became an important product of the Antilles (West Indies) following the introduction of sugar cane in 1493 by *Christopher Columbus*.

It is first mentioned in documents from Barbados in 1650.



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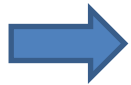
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## XVII y XVIII Century



Rum was an important economic commodity. Exported to Europe from the Antilles, it was used in the trafficking of African slaves and in the trading of hides with Native North Americans. Around 80% of the product was consumed in the North American colonies and the rest was sent to Africa to be exchanged for slaves, ivory or gold.

## XVI Century



Cuba was considered to be the world's sugar reserve

## XIX Century



It became a quality and valued drink.  
Distilleries and brands emerged

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## Distillery Sevilla

The proprietors were Spanish families established the USA. They founded sugar cane plantations named after their land. The Seville plantation was located on the banks of the river, (Seville River) one of the country's important rivers.

Seville: an attractive port city in Spain, linked to Cuba since colonial times.



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## Distillery Sevilla

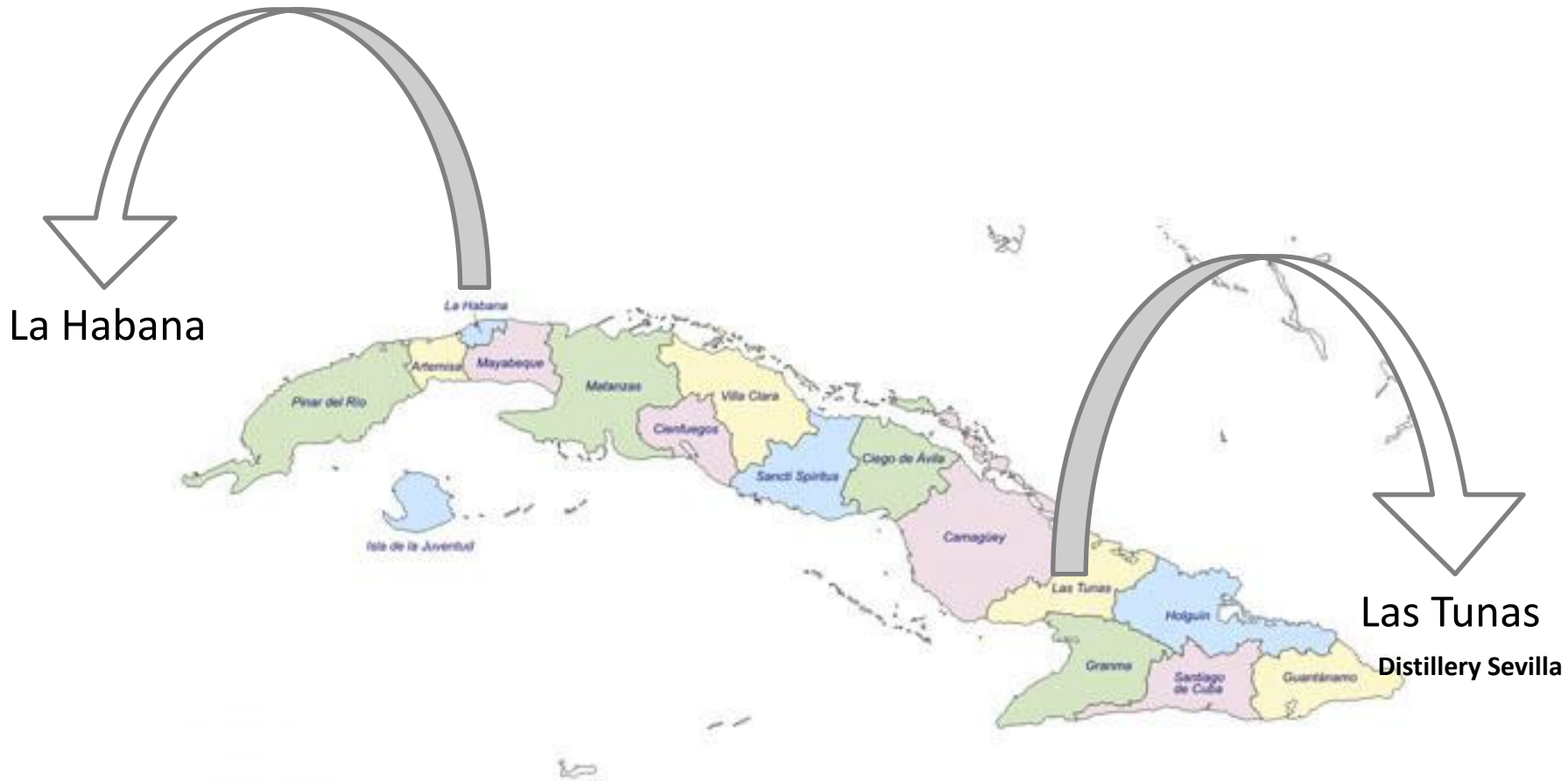
Next to the distillery, the Ron Sevilla Factory can be found, with brands like Conde de Cuba.



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# Map of Cuba



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# Cuban Relic



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# Cuban Relic



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# Who is Conde de Cuba?



**Excellency Mr Francisco Dionisio  
Vives y Planes**

**The King gives him the Tittle of  
Conde de Cuba**

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# Who is Conde de Cuba?

## Distinctions



Knight of the Royal Grand Cross y Distinguida Orden Española de Carlos III



Knight of the Great Cross of the Royal American Orden Isabel la Católica



Knight of the Great militar Royal Cross San Hermenegildo

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# Who is Conde de Cuba?

## Distinctions



Royal Knight of San Fernando



Benemérito a la patria

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# Who is Conde de Cuba?

## Distinctions

- Capital General of the Republic
- Decorated with the shield of loyalty, the
- Star of the North and by others nine military actions
- Lieutenant General of the Royal Forces
- Governor of Plaza de La Habana
- Captain-General of the Island of Cuba

To honour his career and as an incentive for the development of the sugar industry on the Island, this rum was named **Ron Conde de Cuba**

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# Who is Conde de Cuba?

## Legacies



**D. JUAN MANUEL CAGIGAL, CABALLERO GRAN** cruz de las reales órdenes de Isabel la Católica y de san Hermenegildo, teniente general de los reales ejércitos, gobernador de la plaza de la Habana, capitán general de la isla de Cuba y de las dos Floridas, presidente de la real Audiencia que reside en la propia isla, juez de causas del tribunal del real Consulado de ella, y presidente de la Junta económica y de gobierno del mismo, subdelegado de la Superintendencia general de Correos, postas y estafetas, y juez protector de la real Compañía de la Habana y de la Renta de tabacos &c., &c.

Animado del mismo celo que mis antecesores por la mejor policía y buen gobierno, y teniendo á la vista las sábias providencias que en sus respectivas épocas dictaron, análogas á sus circunstancias y costumbres, para aprovecharlas en cuanto sean compatibles con las de nuestro tiempo, he venido en prescribir las reglas siguientes, para el mejor servicio de S. M. y bien del público, y en mandar, como efectivamente mando, se cumpla de ahora en adelante puntualmente en su letra y sentido, y se hagan cumplir y observar por los señores jueces y ministros de justicia en la parte que les toque, so pena de incurrir los contraventores en las que van impuestas en los artículos que siguen.

### 1.º

La reverencia al Santuario es la obligación primera del cristiano, confirmada por todas las leyes; en cuya virtud ordeno, que oído el toque de la campana cuando pasa el Santísimo Sacramento por las calles se arrodillen todos en tierra, y no dentro de las volantes; y el que contraviniere, será reprendido y multado en proporción de su clase y de la irreverencia; previniendo igualmente el respeto debido á las imágenes de los santos.

### 2.º

Cuidarán los comisarios de policía, que los muchachos y esclavos, ni otra persona alguna, viertan en las calles palabras descompuestas y obscenas, ni juren, ni blasfemen de Dios, ni de los santos; denunciándolos á los padres, curadores y dueños, para la pronta corrección ó castigo.

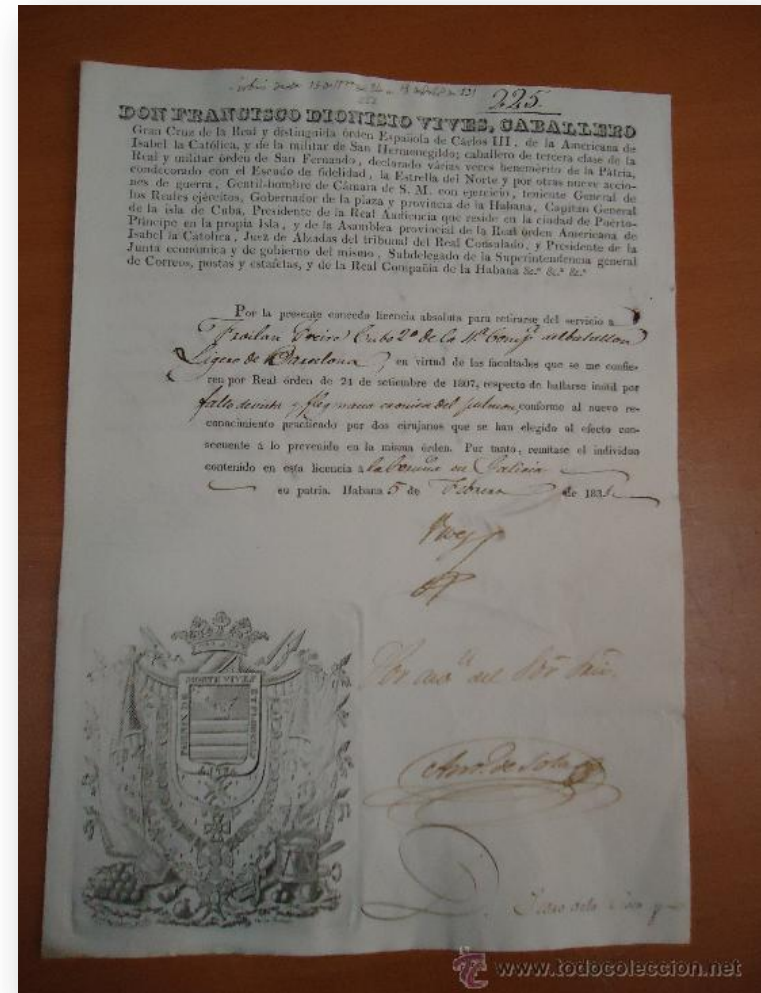
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# Who is Conde de Cuba?

## Legacies



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# Who is Conde de Cuba?

## The Temple

This monument is of great importance for the city because it tells us about its foundation and the legacy revives the first known mass and cabildo of Havana. In 1827 the Hon. Mr. Francisco Dionisio Vives decided to erect a monument in memory of the first mass that was held in this port.

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# Who is Conde de Cuba?

## The Temple



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# Conde de Cuba in Cuba



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# Conde de Cuba in Spain

## Distillery

In 1880 Rives was founded by Mr. Augusto Haupold. Initially the company focused on the manufacture and sale of wine and brandy. In 1965, Rives underwent a major reorganization where the grandson of the founder, Augusto Romero Haupold, introduced a full board structure and brought in directors who would help him achieve a new vision of a new dynamic Rives Pitman S.A.

New marketing, promotion and distribution techniques modeled on companies from Northern Europe and USA, which had pioneered successful strategies, were implemented.

From that point on, the company has had tremendous increase of efficiency and sales, while keeping true to the traditions of distilling a quality product that Rives has done throughout it's history of a one hundred and twenty years.

The rigorous high standard controls that Rives has maintained throughout the years allow the company to export their quality results to other global markets where people of the world can taste the delicious nature of a true Spanish made product.

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## Conde de Cuba in Spain



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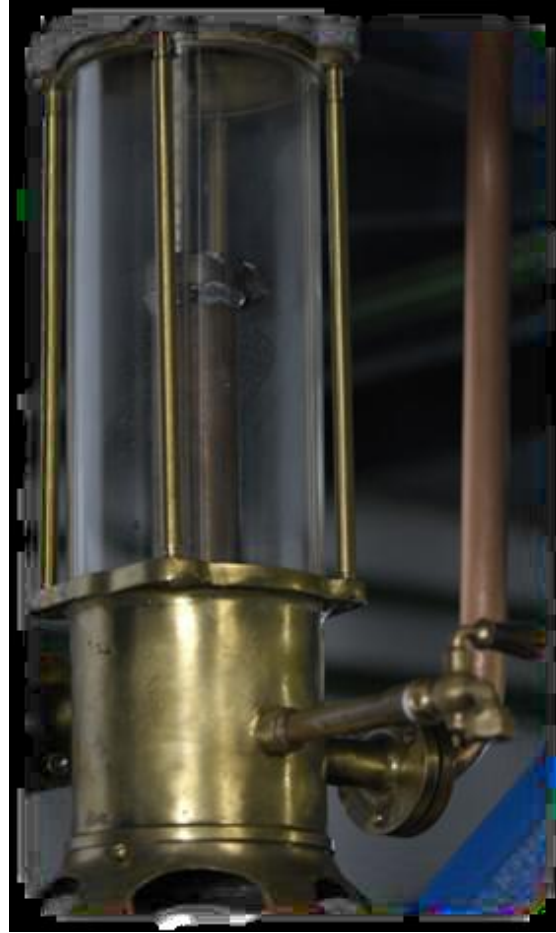
## Conde de Cuba in Spain



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## Conde de Cuba in Spain



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# Conde de Cuba in Spain

12.000 bottles/hour



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# Conde de Cuba in Spain



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# Conde de Cuba in Spain

## Conde de Cuba AÑEJO



Rum created in the Dominican Master's fashion, combining molasses with water and leaving the obtained juices and leavenings to ferment 4 to 5 days until further distillation. Once directly distilled it is left to age for **5 years in American oak barrels.**

After 5 years, Rives obtains a high quality rum, ready to be savored, while enjoying it's delicate Caribbean aroma that pleases the most demanding rum masters. **Deep, full of character.**

It defines itself with a plentitude of golden Caribbean flavors and exotic aromas.

37,5° alcohol content.

## Conde de Cuba 7



It is composed of rums **aged for a minimum of 7 years** brought from The Dominican Republic.

Once in our factory, we keep it aging in white oak barrels that previously housed sherry wines, **following the system of "criaderas y soleras" aging process**, obtaining a flavor unique given by this wood full of flavor.

Golden depth and exoticness of the Caribbean keeps the warmth of its heritage allowing tasting notes of smoothness, that leaves a lingering finish of sophistication for the discerning rum palate.

40° alcohol content.

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# Conde de Cuba in Spain



## Conde de Cuba Elixir

**Its unique and unparalleled taste** is the result of combining our Conde de Cuba 7 years old rum with a touch of Pedro Ximenez sherry wine.

Brilliant, luxurious, playing between these two universes of delicious aroma and delicate flavor, attaining a **secret harmony**.

Smooth, self-assured, it explodes superbly.

34° alcohol content.

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# Suggestions

Standard range



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# Suggestions

Standard range



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# Suggestions

Standard range



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# Suggestions



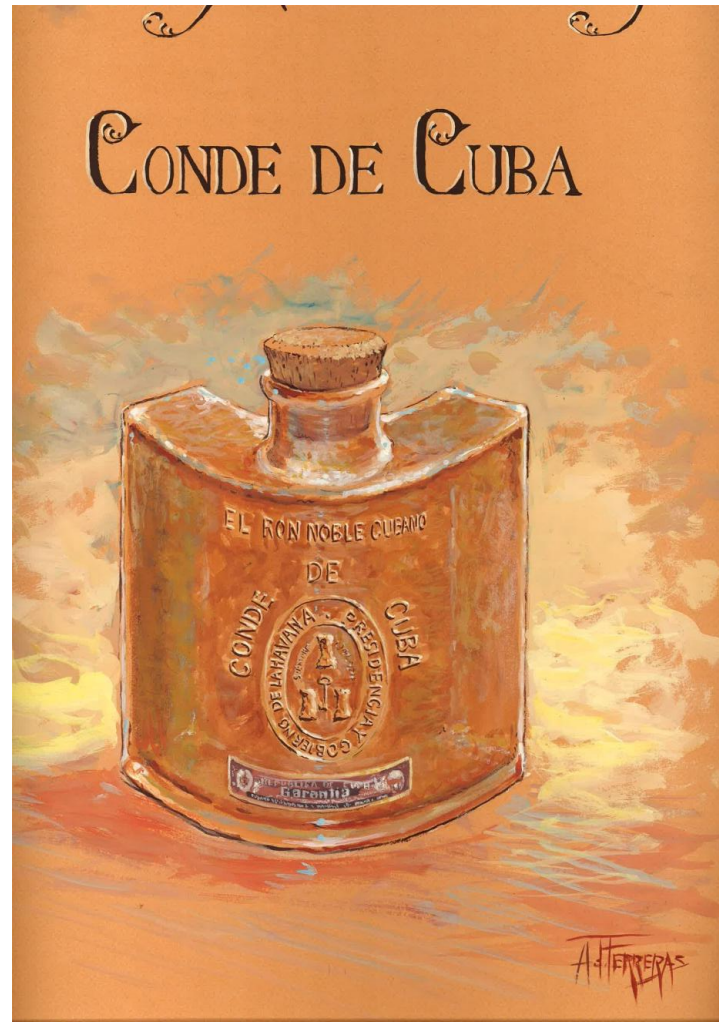
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# Suggestions

Premium range



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## Agreement Tecnoazúcar-Rives Pitman



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