

RON COLÓN SALVADOREÑO



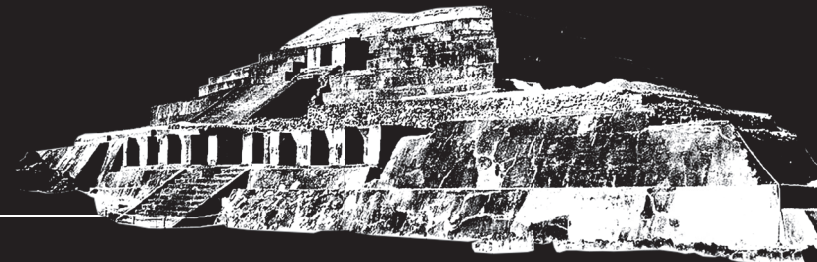
RCS

HISTORY

RON COLÓN'S STORY STARTED IN 2018 WITH TWO BEFRIENDED COLLEAGUES, THURMAN WISE AND PEPIJN JANSSENS. WITH A COMBINED EXPERIENCE OF OVER 20 YEARS WORKING IN THE SPIRITS INDUSTRY, WISE AND JANSSENS SPENT THEIR TIME TRAVELING AROUND THE WORLD INTRODUCING BRANDS TO EMERGING MARKETS. IN 2018 THIS JOB TOOK THEM ON A 22-DAY, 16-COUNTRY BARHOP ACROSS LATIN AMERICA, AND IT WAS DURING THIS TRIP THAT EL SALVADOR ("SIVAR" IN SLANG) CAPTURED THEIR ATTENTION.

EL SALVADOR IS THE SMALLEST COUNTRY IN CENTRAL AMERICA, BORDERED BY HONDURAS, GUATEMALA AND THE PACIFIC OCEAN. MANY KNOW EL SALVADOR FOR ITS COMPLEX POLITICAL HISTORY, WHICH INCLUDES A VIOLENT CIVIL WAR FROM 1980-1992. WHAT MOST AREN'T AWARE OF ARE THE MAGNIFICENT VOLCANOES, WORLD-CLASS SURF SPOTS, AND AMAZING PRODUCE - EL SALVADOR PRODUCES SOME OF THE FINEST CANE SUGAR AND COFFEE IN THE WORLD.

THIS TRIP SPARKED AN OBSESSION TO CREATE A PRODUCT THAT COULD SHOWCASE THE HONEST, RICH AND COLOURFUL "SIVAR".



TEAM

A story that started with two, very soon became a task-team of six.

The unique creative talent of Chris Rehberger and his Berlin-based team at Double Standards managed to visualize the true essence of El Salvador. Andres Triqueros and his family at Jags Heads Coffee gave us the privilege to collaborate with one of the most dynamic coffee farms in El Salvador, whilst welcoming us into their home and farm, offering a deeper insight into the family's culture and history. Felicity Gransden joined to offer her unique talent in flavour innovations, and last but not least, Tobias Jegenstam was brought onto the team to bring his wizz-skills in social media, and so the RCS team was born.

THE NAME RON COLON

In the early 16th century the Spanish Conquistador Pedro de Alvarado named the newly discovered province of El Salvador (which translates directly to "The Savior") after Jesus Christ.

In 1892, the government of President Carlos Ezeta decided that the Salvadoran peso be called "Colón"; in homage to Christopher Columbus. The Colón stayed the currency of El Salvador until 2001, when it was replaced by the U.S. Dollar.

We pay homage to the old "Colónes" banknotes and currency in our bottle labels and the unique coin that is placed in the cap of each bottle. The coin can be popped off and collected.





RON COLÓN SALVADOREÑO

RECIPE

- 6-year-old column-distilled Salvadoran rum produced by Licorera Cihuatán distillery.
- Unaged pot-distilled Jamaican rum produced by Worthy Park, Hampden and Monymusk distilleries.
- 3-year-old Jamaican pot-distilled rum produced by Worthy Park estate.
- All rums in the blend are aged at source.

DISTILLERY IN EL SALVADOR

Licorera Cihuatán, a part of Ingenio La Cabaña of El Salvador, one of the largest and oldest sugar producers in the country was established in 1920.

PROCESS

The local sugarcane is run through a century old mill and converted to molasses. The molasses are fermented with special yeasts for 36 hours and then distilled in a modern multi-column still. After distillation, the rum is aged in former bourbon white oak barrels, alongside rums that The Licorera Cihuatán distillery has been producing since 2004. The rums aged in Licorera Cihuatán have around 8% angel share per year. The Master Distiller and blender is Gabriella Ayala.

BLEND

The rums that we have chosen for our blend create a complex flavour palate. By combining column-distilled and pot-distilled rums, the overall flavour offers contrasting characteristics that interact to create something quite special.

The Salvadoran rum is a fruit-forward delicate style with a light, dry finish. The addition of Jamaican pot-distilled rums brings an earthiness and warm funk to the liquid.

TASTING NOTES

Nose:

On the nose, the aromas of tropical fruits are most apparent with fresh banana and sticky pineapple. Adding to this there is a deeper aroma of rich raisins and prunes.

Palate:

The palate brings the same tropical fruit notes, but with a developing toasted warm spicy caramel flavour. Balanced with creamy milk chocolate, roasted almond and dried chewy apricot notes.

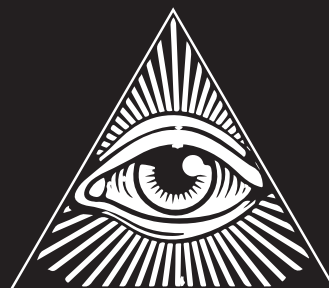
BOTTLING

Ron Colón is first bottled in the Netherlands. This decision was made because of the complexity and risk of bottling in El Salvador due to the political situation there.

PACKAGING

We chose early on that we wanted RCS to be about the liquid, hence the choice to stay away from fancy own mold designs and go for the most affordable glass solution in the industry. It's important to know that wine bottle glass is 100% recyclable and can be recycled endlessly without loss in quality or purity.

In the labels and closure, we have brought back to life the colon currency through our own designs.



PERFECT SERVES

LAST WORD

25ml Ron Colón Salvadoreño Dark Aged Rum
25ml Chartreuse
25ml Fresh Lime juice
25ml Maraschino liqueur
Lime oils

RUM TONIC

50ml Ron Colón Salvadoreño Dark Aged Rum
100ml Fever Tree Tonic Water
Lemon oils
Fresh Mint

YUZU HIGHBALL

50ml Ron Colón Salvadoreño Dark Aged Rum
100ml Capi Yuzu Soda
Lemon oils



DAIQUIRI

50ml Ron Colón Salvadoreño Dark Aged Rum
25ml Fresh Lime juice
15ml Raw Cane sugar syrup
Lime oils

SHOT

Ron Colón Salvadoreño Dark Aged Rum and Orange wedge, dip wedge in can sugar on one side and ground coffee on the other side