

RON COLÓN SALVADOREÑO



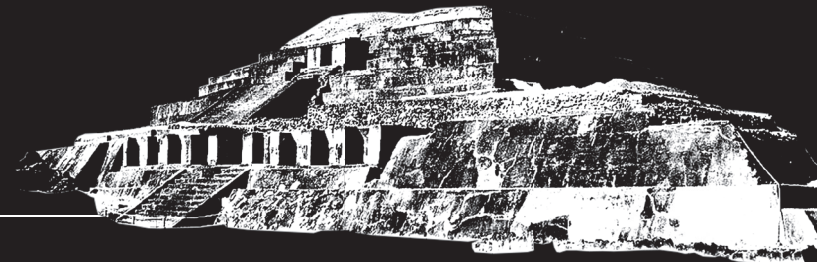
ROCS

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 Trigueros 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.



COFFEE & EL SALVADOR

COFFEE HAS BECOME EL SALVADOR'S BIGGEST EXPORT SINCE BEING INTRODUCED IN THE 1880S. GROWING ON THE SIDE OF VOLCANIC MOUNTAINS, EL SALVADOR PROVIDES THE HIGH ALTITUDES AND WARM CLIMATE THAT COFFEE PLANTS THRIVE IN.

JAGS HEAD COFFEE FARMS ARE SITUATED ON THE HIGH MOUNTAIN SIDE OF SANTA ANA VOLCANO. PART OF THE APANECA-ILAMATEPEC MOUNTAIN RANGE, HOME TO EL SALVADOR'S FIRST DENOMINATION OF ORIGIN, THIS REGION IS ONE OF THE MOST RENOWNED IN THE WHOLE COUNTRY.

THE TRIGUEROS FAMILY HAS BEEN GROWING COFFEE THERE FOR MORE THAN 150 YEARS. THEY HAVE FOUR FARMS IN TOTAL, LOMA DE PAJA, EL CIPRÉS, CARALUNA AND OJA DE AGUA, ALL SITTING BETWEEN 1200-1830 METRES ABOVE SEA-LEVEL. COFFEE VARIETIES GROWN INCLUDE BOURBON (RED, ORANGE, PINK AND DWARF), PACAMARA, CATURRA AND OTHER VARIETIES.

THE COFFEE BEANS ARE FARMED AND HARVESTED IN EL SALVADOR BY TOMAS TRIGUEROS, AND SHIPPED TO THE JAGS HEAD ROASTERY IN NORTH CAROLINA, WHERE HIS SON, ANDRES TRIGUEROS TAKES THE LEAD AS HEAD ROASTER. BEFORE SHIPPING, EVERY BEAN IS INSPECTED AND APPROVED, PERSONALLY BY TOMAS.

OUR AIM WITH RON COLÓN SALVADOREÑO COFFEE INFUSED RUM IS TO AUTHENTICALLY SHOWCASE ALL THE FLAVOURS OF OUR EL SALVADORAN COFFEE BEANS – THAT'S WHY WE DON'T ADD SUGAR.



COFFEE INFUSION

The coffee infused Ron Colón Salvadoreño is made using bourbon coffee beans from the El Ciprés region, grown at 1700m next to El Salvador's famous Santa Ana volcano.

Bourbon coffee beans have a beautiful buttery sweetness. The beans are dried using the natural process; consistently turned by hand to ensure they dry equally over a period of four weeks. This slow process allows for the bean to interact with the natural sugars from the cherry (the fruit around the bean)

over a long period of time, giving the final bean a more fruit-forward flavour. The natural process brings more intricate and funky fermented flavours, perfect for pairing with rum.

Once dry, the cherries are discarded, and the remaining beans are shipped to Jags Head Coffee Roastery in North Carolina. The head roaster, Andres, uses a medium roast for the beans, giving a rich chocolate flavour with cherry notes and some remaining bitterness. The beans are then taken off to be cold macerated in Ron Colón Salvadoreño Dark Aged Rum for 48 hours. This allows enough time for the coffee beans to release their rich cherry, chocolate, and honey flavours into the rum. The liquid is non-chill filtered to retain the coffee oils.

RON COLÓN SALVADOREÑO

COFFEE INFUSED DARK AGED RUM 111 PROOF

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 notes of toasted almonds and woody spice are most apparent. With dark rich fruit and warm vanilla bringing a sweeter note.

Palate:

The coffee infusion brings notes of dark chocolate and dried sticky plums. A medium to dark roast gives the rum a rich, warming, nutty flavour with a tiny hint of bitterness. This is balanced from the notes of the aged rum of fresh banana and juicy pineapple.

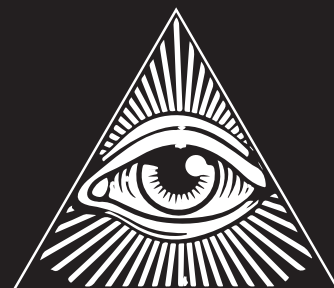
BOTTLING

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.

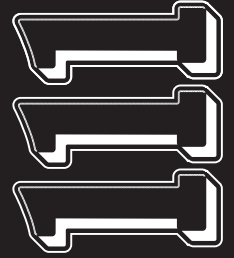
PACKAGING

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



PERFECT MANHATTAN

50ml Ron Colón Salvadoreño coffee infused rum
15ml Sweet vermouth
15ml Dry vermouth
2 Dash Angostura bitters
2 Dash orange bitters

COFFEE TONIC

50ml Ron Colón Salvadoreño coffee infused rum
100ml Fever Tree tonic water
1 dash Walnut bitters
Lemon & Orange oils



COFFEE NEGRONI

25ml Ron Colón Salvadoreño coffee infused rum
25ml Antica Formula sweet vermouth
25ml Campari
Orange & Grapefruit oils

RUM OLD FASHIONED

50ml Ron Colón Salvadoreño coffee infused rum
10ml Raw cane sugar syrup
2 dash Walnut bitters
2 dash Orange bitters
Orange oils
Cherry



RON COLÓN SALVADOREÑO

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