

LAND MADE



RON  
*Flor de Caña*<sup>®</sup>  
THE SLOW-AGED™ RUM  
FAMILY OWNED SINCE 1890

LEGACY REFINED

# WELCOME

## To the world of Flor de Caña

Not only is Flor de Caña a Nicaraguan Rum, it is also the #1 Rum in Central America.

Flor de Caña continues to grow in popularity, in both the US and around the world, due to:

- A unique ecosystem that is ideal for cultivating and creating the perfect Rum.
- The most robust portfolio of aged spirits; a price and taste for every consumer.
- A commitment to 100% single estate production; owning every part of the inputs and craftsmanship.
- 125 years, and 5 generations, of uninterrupted family-run commitment. To the Rum, the land, and the people.



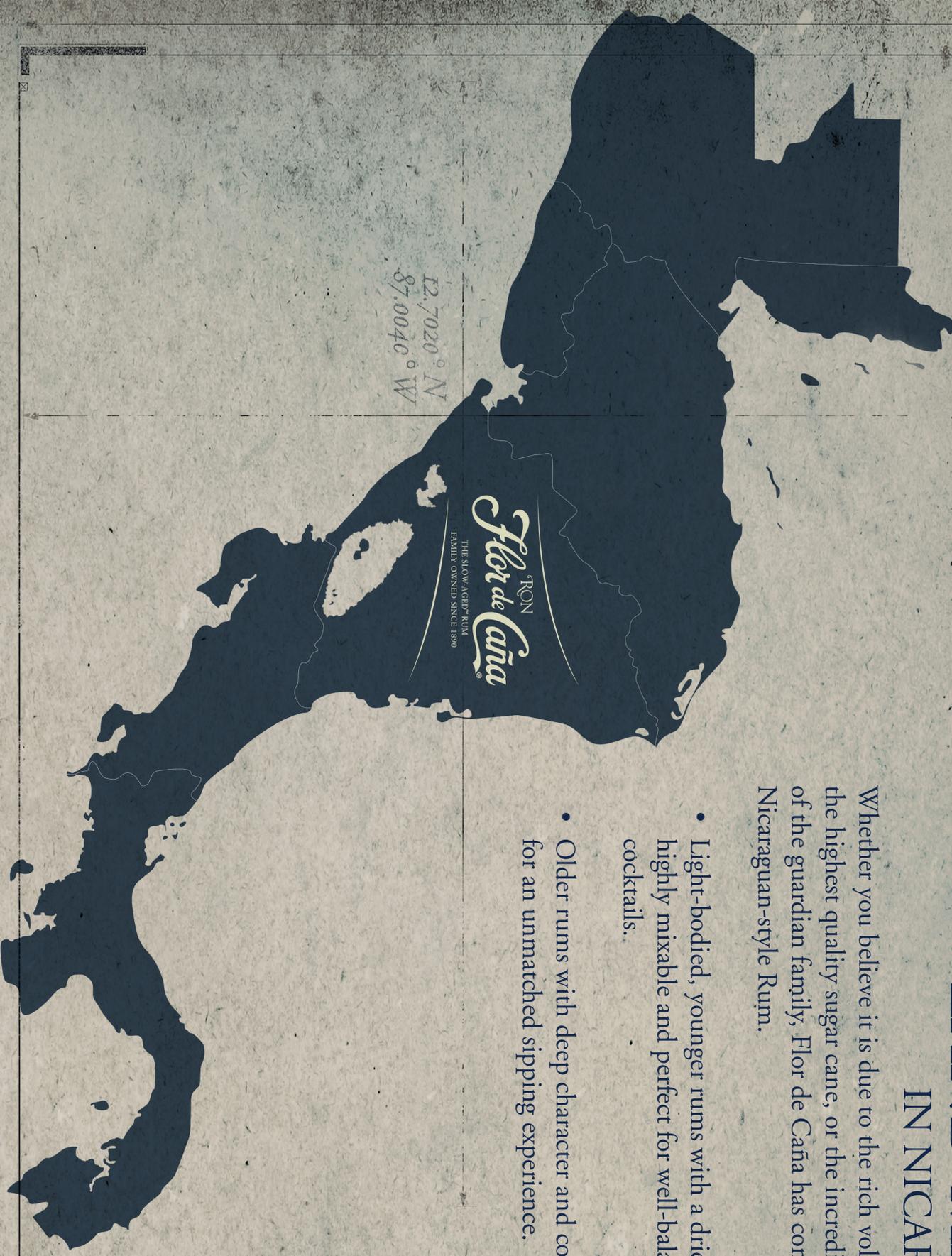
# LAND MADE IN NICARAGUA

Whether you believe it is due to the rich volcanic soil, the highest quality sugar cane, or the incredible history of the guardian family, Flor de Caña has come to define Nicaraguan-style Rum.

- Light-bodied, younger rums with a drier finish: highly mixable and perfect for well-balanced cocktails.
- Older rums with deep character and complex layers for an unmatched sipping experience.

12.7020° N  
87.0040° W

RON  
*Flor de Caña*  
THE SLOW-AGED RUM  
FAMILY OWNED SINCE 1890



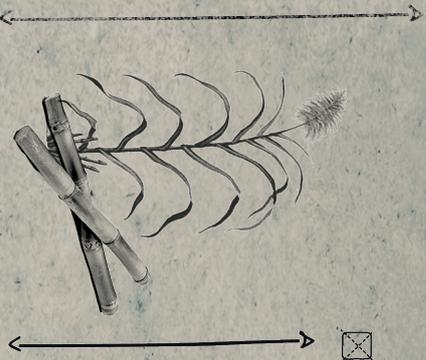


fig. 1

*Volcano Enriched*  
Our sugar cane is grown in nutrient-rich volcanic soil, which yields a richer molasses and smoother Rum.

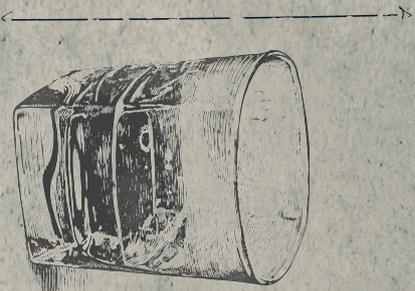
## MADE WITH THE HIGHEST QUALITY SUGAR CANE

### A KEY COMPONENT OF OUR RUM

Grown in the shadow of one of the most active volcanoes in Central America, Flor de Caña's sugar cane benefits from nutrient-rich volcanic soil. This results in a molasses with a higher sugar content and a Rum that is characteristically smoother and full-bodied.

Harvesting our cane at its peak is so key to producing our award-winning Rum that we named the brand after it — Flor de Caña or “Flower of the Cane.”





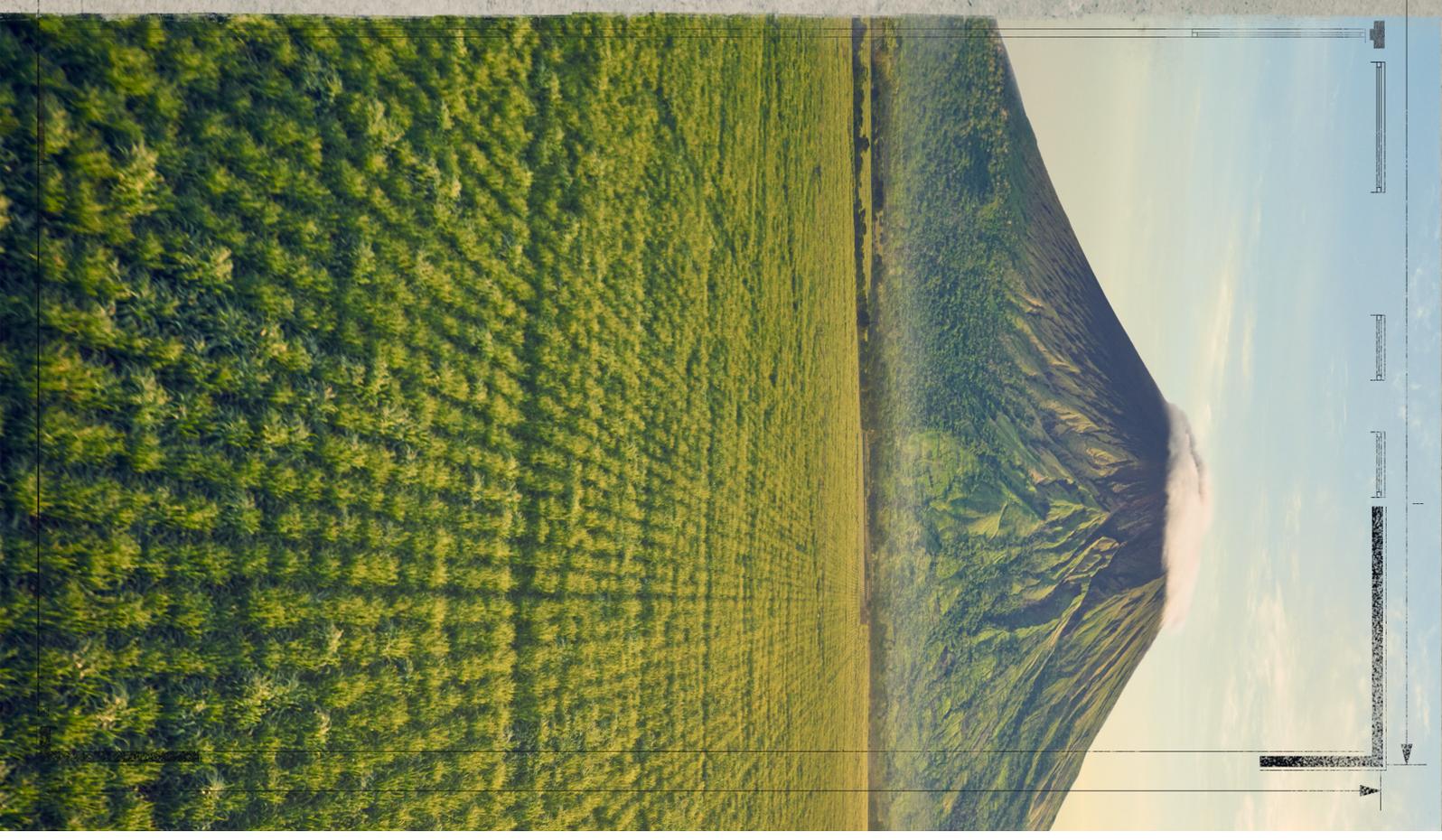
*Fig. 2  
Unique Control:  
Our single-estate  
production ensures  
quality & mastery  
from field to bottle.*

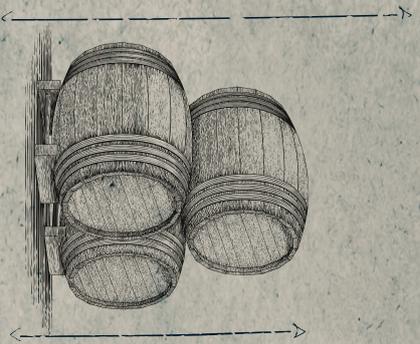
## SINGLE ESTATE — FROM FIELD TO BOTTLE

Every element of Flor de Caña Rum — from water to cane to yeast — is sown, grown, cultivated, processed and aged at our distillery.

All Rum-producing elements are combined under the watchful eye of our master craftsman to ensure the highest quality and consistency.

This allows for a level of quality control and precision impossible to achieve with the multi-site sourcing our competitors rely on.





*fig. 3  
Nicaraguan Aged:  
Slow-Aged™ by  
native humidity in  
Bourbon casks sealed  
with banana leaves —  
our spirit is refined  
and complex.*

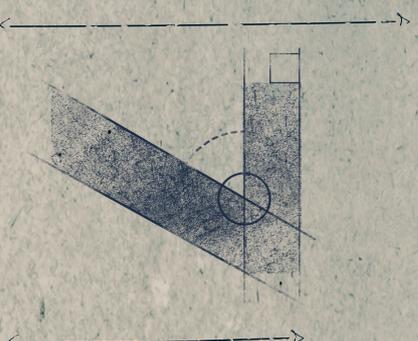
## SLOW-AGED™ FOR A COMPLEX CHARACTER

Flor de Caña is aged naturally in American bourbon casks and sealed with banana leaves, giving our Rum a refined finish with tropical Flavor notes.

Slow-Aged™ means that, unlike most rums, Flor de Caña achieves its remarkable amber color and rich Flavor without the aid of accelerants or unnatural additives.

Our barrel houses, which are never air-conditioned, allow for aging in the sweltering Nicaraguan humidity. This results in a concentrated and complex liquid with character beyond its age.





*fig. 4*

## CATEGORY LEADER IN AGING PRACTICES

The rules for labeling aged rum are unlike whisky or any other spirit. Many Rums are labeled with the oldest rum in the blend, even if there are only a few drops of the old Rum.

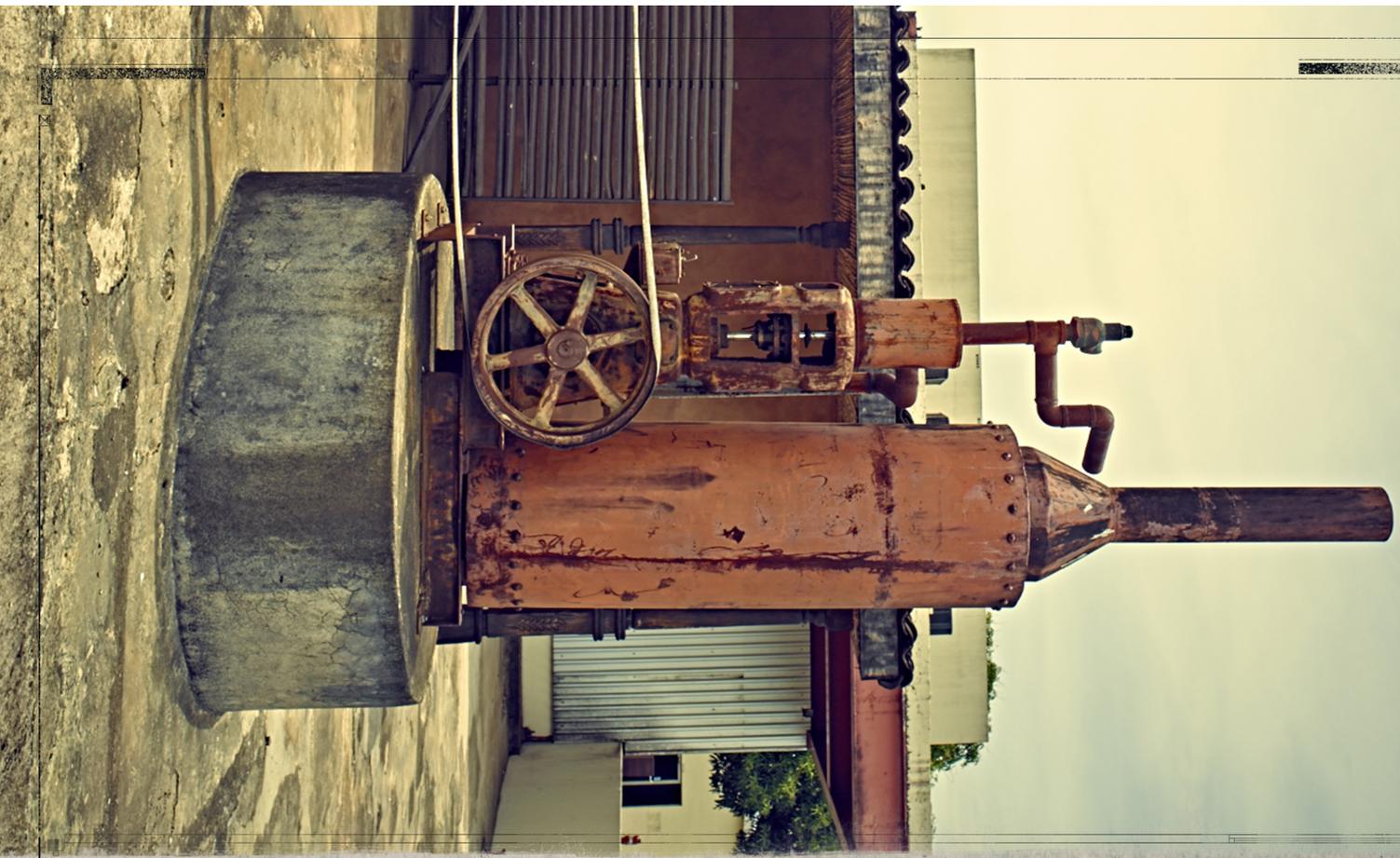
Each bottle of Flor de Caña contains a unique selection of aged Rums. Younger, more robust rums, and older, more delicate rums, are blended to achieve a complex and exceptionally smooth taste profile with an average-age quality level referenced on the label.



# LEGACY REFINED

We owe our unique and rich Rum to the awesome natural wonders of Nicaragua; however, it was the vision and expertise of our founder who dared to harness the land.

It was his ability to see more. The potential of the Land. The future of Rum.



*fig. 4*  
*5 Generations*  
*Family owned for more than*  
*125 years — we remain*  
*dedicated to producing the*  
*highest quality Rum.*

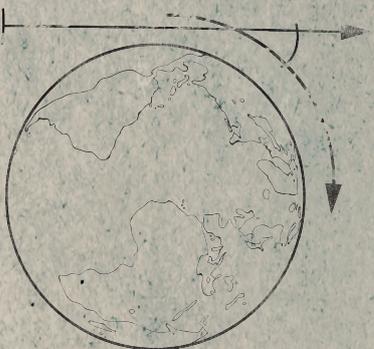
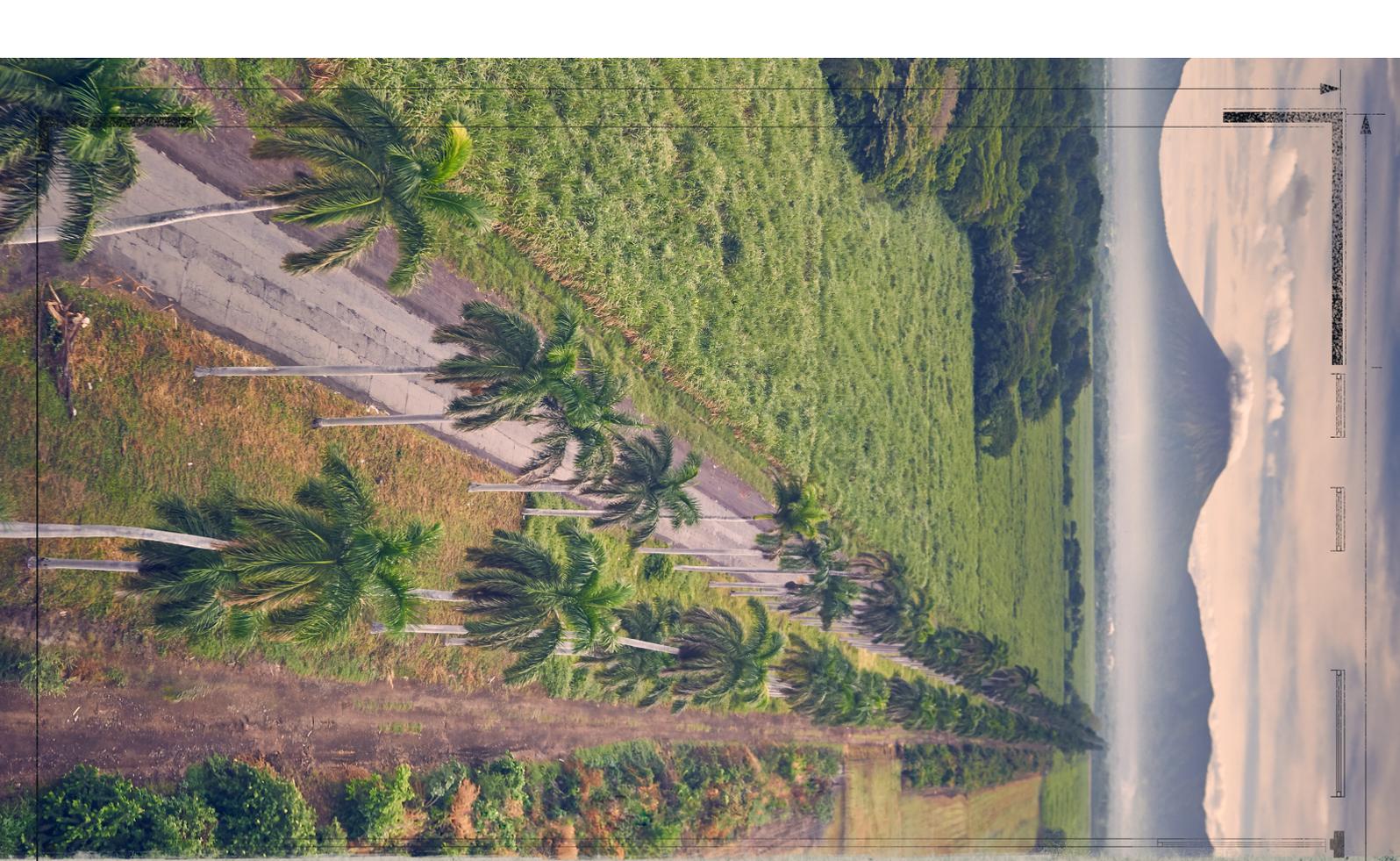
## 125 YEARS OF RUM-DISTILLING EXPERIENCE

---

Founded by Francisco Alfredo Pellas in Chichigalpa, Nicaragua in 1890, the first Flor de Caña Rum was created to celebrate the sugar cane harvest.

And since then, it has been owned and operated by the same family, with 125 years history of pursuing and preserving rum perfection.

With this family focus on long-term success, Flor de Caña has become the leading Rum in Central America, and showing double digit growth in new markets over the past ten years.



*Protecting Our Land & Legacy  
We honor our duty to the land  
that provides our Rum by  
recycling our by-products to  
power our distillery.*

## LAND MADE FOR GENERATIONS TO COME

---

As a result of our deep history, single estate responsibility and long-term family ownership, we are fully committed to preserving the land that produces our Rum.

As part of this environmental commitment, Flor de Caña recycles production by-products into powering the plant or converting to ethanol for export.

In order to protect the rum's water sources, our company plants 50,000 trees every year — equivalent to one Central Park annually!

Flor de Caña is one of the first distilleries in the world to earn Environmental Management certification.

# HIGHLY VERSATILE PORTFOLIO



FROM SIMPLE DRINKS TO CLASSIC COCKTAILS TO SIPPING NEAT,  
THE PORTFOLIO OF FLOR DE CAÑA RUMS IS GREAT FOR ANY AGED-SPRIT  
OCCASION AND PROVIDES GREAT CHOICES AT ALL PRICE POINTS.

# THE SLOW-AGED™ COLLECTION



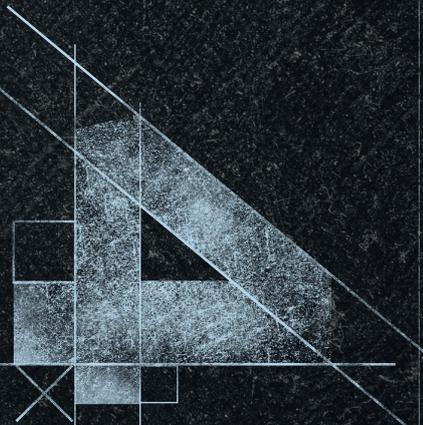
THE PORTFOLIO'S YOUNGER, MORE ROBUST RUM BLENDS  
(FLOR DE CAÑA EXTRA SECO 4, 5 AND GRAN RESERVA 7) PROVIDE THE RIGHT  
DEPTH AND CUT-THROUGH  
TO BALANCE THE HIGHEST QUALITY COCKTAILS.

# THE CENTENARIO COLLECTION



WHILE FACING REVOLUTION IN THE 1980S, THE PELLAS FAMILY PROTECTED THE FLOR DE CAÑA RUM STOCKS BY QUICKLY MOVING THEM OUT OF THE COUNTRY FOR SAFEKEEPING. TODAY THIS RUM IS THE CORNERSTONE OF ONE OF THE LARGEST AGED-RUM STOCKS IN THE WORLD.

THE OLDER, MORE COMPLEX FLOR DE CAÑA BLENDS (FLOR DE CAÑA CENTENARIO 12, 18 AND 25) ARE PERFECT FOR SIPPING — NEAT OR ON THE ROCKS WITH A TWIST RIND OF ORANGE.



# White

## ROLE:

ON-PREMISE WELL.

## TASTING NOTES:

- **NOSE:** SWEET — CANDIED ALMOND, VANILLA, WHITE CHOCOLATE, ORANGE PEEL.
- **TASTE:** DRY AND SMOOTH WITH FAINT COCONUT AND LYCHEE NOTES, BRIGHT WITH LIME PEEL AND A DASH OF BOURBON BARREL SPICINESS. FINISHES WITH A LONG FADE OF DRY SUGAR CANE AND TOASTY VANILLA.

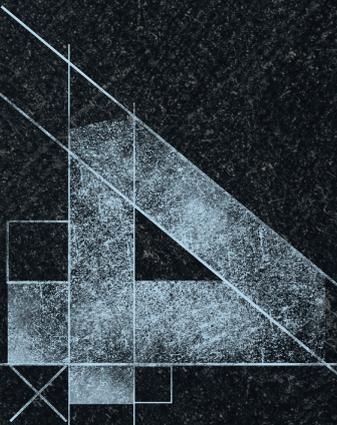
## PRIMARY SERVE:

- FLOR CLASSIC MOJITO.

## AWARDS:

- DOUBLE GOLD MEDAL IN THE RUM INTERNATIONAL CONTEST — MADRID 2014.
- 6 TIME SAN FRANCISCO WORLD SPIRITS COMPETITION MEDAL WINNER.





Gold

**ROLE:**

ONLY OFF-PREMISE ENTRY-LEVEL.

**TASTING NOTES:**

- NOSE: OAK, VANILLA, ORANGE PEEL, RIPE BANANA, FRESH COCONUT AND RED FRUITS — RAISIN AND DARK CHERRY
- TASTE: DRY WITH NOTES OF CARAMEL, TOFFEE, CINNAMON, WALNUT, AND PEPPERY SPICE. FINISHES WITH A DASH OF TOASTED COCONUT SHAVINGS AND PEPPER.

**PRIMARY SERVE:**

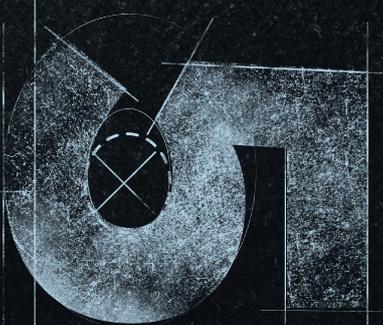
- FLOR AND COLA.

**AWARDS:**

- 6 TIMES AWARDED IN THE SAN FRANCISCO WORLD SPIRITS COMPETITION.
- 2 DOUBLE GOLD MEDALS — 2011 AND 2010.



# Flor de Caña



## ROLE:

OFF-PREMISE TRADE UP.

## TASTING NOTES:

- **NOSE:** HONEY, FIG, VANILLA, OAK, TOASTED COCONUT, RED FRUITS — RAISIN AND DARK CHERRY.
- **TASTE:** FRUITIER THAN FDC 4, STILL DRY, OAK, NUTMEG, AROMAS OF BUTTER, CARAMEL, ORANGE PEEL AND BUTTERSCOTCH. FINISHES WITH A SPICY FADE OF EXOTIC PEPPERCORNS AND TOFFEE.

## PRIMARY SERVE:

- SODA & CLASSIC RUM COCKTAILS.

## AWARDS:

- GOLD MEDAL — 2015 SAN FRANCISCO SPIRIT AWARDS.
- GOLD MEDAL "BEST IN CLASS" — INTERNATIONAL WINE & SPIRITS COMPETITION 2008, ENGLAND.





# Flor de Caña

## ROLE:

FLAGSHIP VARIANT.

## TASTING NOTES:

- NOSE: FIG, VANILLA, OAK, TOASTED COCONUT, RED FRUITS — RAISIN AND DARK CHERRY.
- TASTE: DRY, RICH, AND ROUND, WITH NOTES OF DARK CHOCOLATE, BURNT ORANGE AND TOASTED NUTS. FINISHES WITH A DRY TOASTED COCONUT FADE.

## TRADE POSITIONING:

- ON PREMISE: FEATURE DRINK MENU PRIORITY, BACK BAR PLACEMENT.

## PRIMARY SERVE:

- FLOR-OLD FASHIONED AND FLOR RUM SOUR.

## AWARDS:

- 2015 ULTIMATE BEVERAGE CHALLENGE, 90 PTS, RATED: EXCELLENT, HIGHLY RECOMMENDED
- 9 TIMES AWARDED IN THE SAN FRANCISCO WORLD SPIRITS COMPETITION.



# Centenario

## ROLE:

SHOWCASE BRAND QUALITY CREDENTIALS.

## TASTING NOTES:

- NOSE: RICH RED FRUIT, HONEY, TOASTED ALMONDS, TOASTED COCONUT, DUSTY OAK, BAKING SPICES — CINNAMON, CLOVE, NUTMEG, TROPICAL.
- TASTE: STATELY AND ELEGANT, SEMI-SWEET, NOUGAT, ALMOND BUTTER, MOLASSES, AND SHERRY ABOUND. FINISHES WITH A PEPPERY SPICE, DARK CARAMEL, AND CHARRED OAK FADE.

## TRADE POSITIONING:

- ON PREMISE: BACK BAR, SIPPING RUM/ RUM FLIGHT MENUS.

## PRIMARY SERVE:

- NEAT OR ROCKS WITH ORANGE RIND.

## AWARDS:

- 2015 ULTIMATE BEVERAGE CHALLENGE, 93 PTS, RATED: EXCELLENT, HIGHLY RECOMMENDED.
- 4 TIMES AWARDED IN THE SAN FRANCISCO WORLD SPIRITS COMPETITION.



# Centenario

## ROLE:

SHOWCASE BRAND QUALITY CREDENTIALS.

## TASTING NOTES:

- **NOSE:** BANANA, GRILLED PINEAPPLE, VANILLA, TOASTED COCONUT, BAKING SPICES, LOTS OF OAK, TROPICAL.
- **TASTE:** RICH COMPLEXITY OF FLAVORS WITH SMOOTH AND LONG FINISH. NOTES OF BAKING SPICES, DRIED RED FRUIT, PINEAPPLE AND COCONUT, ROASTED NUTS, AND BROWN SPICE FLAVORS.

## TRADE POSITIONING:

- **ON PREMISE:** BACK BAR, SIPPING RUM/ RUM FLIGHT MENUS
- **OFF PREMISE/DUTY FREE:** BLOCK POSITIONING ON SHELF ABOVE FLOR DE CAÑA 4, 5 AND 7. MIDDLE POSITION.

## PRIMARY SERVE:

- NEAT OR ROCKS WITH ORANGE RIND.

## AWARDS:

- 2 GOLD MEDALS IN THE SAN FRANCISCO SPIRIT COMPETITION 2006 AND 2015.
- GOLD MEDAL "BEST IN CLASS" IN THE INTERNATIONAL WINE & SPIRITS COMPETITION 2010.



# Centenario

# 25

## ROLE:

SHOWCASE BRAND QUALITY CREDENTIALS.

## TASTING NOTES:

- **NOSE:** RICH, HONEY, FRUITS — GRILLED PINEAPPLE, ROASTED BANANA, TOASTED COCONUT, TOASTED HAZELNUTS AND ALMONDS, BROWN SUGAR, OAK, CLOVE, BURNT ORANGE, AND CRÈME BRÛLÉE.
- **TASTE:** BEAUTIFUL INTEGRATED FLAVORS OF VANILLA, WOOD, TOBACCO, AND DARK CHOCOLATE; WITH FURTHER NOTES OF FRUIT, ALMOND, AND CARAMEL; AND A TOUCH OF SWEETNESS THAT LINGERS IN THE LONG, BUTTERY FINISH.

## TRADE POSITIONING:

- **ON PREMISE:** BACK BAR, SIPPING RUM/ RUM FLIGHT MENUS.
- **OFF PREMISE/DUTY FREE:** BLOCK POSITIONING ON SHELF ABOVE FLOR DE CAÑA 4,5 AND 7. RIGHT-MOST POSITION.

## PRIMARY SERVE:

- NEAT WITH AN ORANGE RIND IN A SNIFFER.

## AWARDS:

- DOUBLE GOLD MEDAL — 2015 SAN FRANCISCO SPIRIT AWARDS.
- "BEST NEW RUM OF THE YEAR" BY THE CARIBBEAN JOURNAL 2014.



# KEY BRAND FACTS

- FOR 125 YEARS AND 5 GENERATIONS, FAMILY-OWNED FLOR DE CAÑA HAS BEEN DEDICATED TO CRAFTING THE HIGHEST QUALITY RUM.
- GROWN IN VOLCANO-ENRICHED SOIL, OUR SUGAR CANE YIELDS A RICHER MOLASSES WHICH IS THE BASE OF OUR AWARD-WINNING RUM.
- AGED IN AMERICAN BOURBON BARRELS, LINED WITH BANANA LEAVES, FLOR DE CAÑA RUMS HAVE A LONG, REFINED FINISH WITH A CARIBBEAN TWIST.



RON  
*Flor de Caña*<sup>®</sup>

THE SLOW-AGED™ RUM  
FAMILY OWNED SINCE 1890