

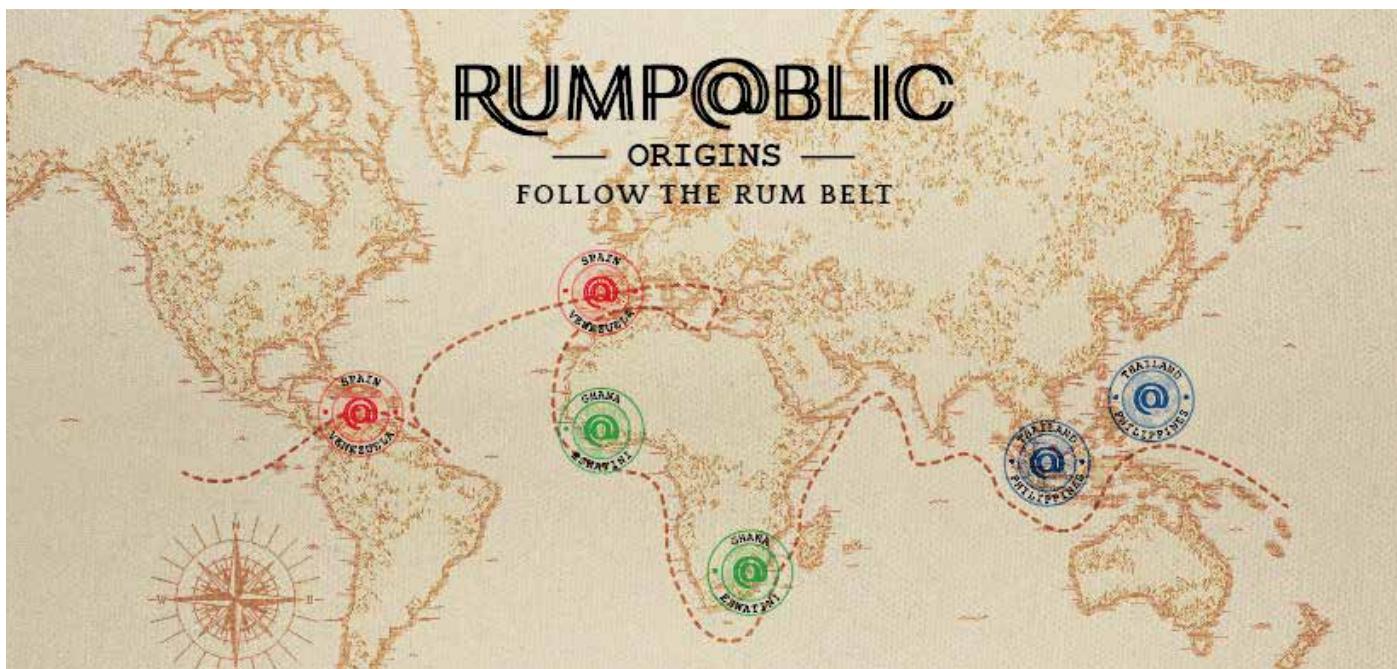
RUMP@BLIC ORIGINS: THE NEW LINE OF RUM THAT REDISCOVERS THE ORIGINS OF SUGAR CANE DISTILLATE



How did sugarcane and rum production come to the present day? This is the starting point Rump@blic proposes to rediscover the origins of rum through a journey along the “Rum Belt”, the historic sugarcane route from East to West across the tropical belt. Through this experience Rump@blic aims to create a new “**Republic of Rum**”: a place to discover **unique rums with diverse identities**. This is the context that birthed the **Rump@blic Origins**: a selection

of rums from **around the world**, characterized by different distillation and aging methods.

The result is encapsulated in **three references** that trace the sugarcane route through rums perfect for sipping, simultaneously versatile and suitable for **creating excellent cocktails**. To enhance the new line, a **peculiarly textured label** has been designed, enriched with geographical coordinates and typical travel elements, guiding the consumer in discovering the product.



The journey begins in the **heart of Africa** with a blend of pot and column still rums from **Ghana** and **eSwatini**, where balanced aromas combine with sharp and slightly spicy notes. It then continues with the warm soul of a rum with **Spanish origins**: a blend of column and pot still rums from **Spain** and **Venezuela**. Floral notes enrich the fragrant aroma, giving the rum a pleasant smoothness, round yet light at the same time. Finally, we travel to the other side of the world: the **Asian continent**, birthplace of the sugarcane. Despite the collective imagination associating

the plant with South America, the first sugarcane plantations actually developed in the East Asian region. Here, a column still rum from **Thailand** and the **Philippines** is born, characterized by a rounded flavor, enriched with a slight spicy touch, and completed by a licorice aftertaste.

The **Rump@blic Origins** project is an innovative and high-level journey that, through the offering of a selection of rums with distinctive tastes, flavors, and aromas, aims to transport the consumer on a tasty journey without borders.



The image features a bottle of RUM@BLIC ORIGINS rum on the left, set against a background of a world map with yellow latitude and longitude lines. A circular logo for "GHANA" and "eSWATINI" is overlaid on the map to the right of the bottle. The bottle's label includes "RUM@BLIC ORIGINS", "Longitude 44° 52.78'", "RUM@BLIC ORIGINS", "Rum Origin", "Ghana 06.904°N/02.608°W", "eSwatini 26.571°S/31.561°E", "Type", "A blend of pot and column still distilled rums from molasses and juice.", "Tasting notes", "A balanced aromatic taste, with peppery notes and slight spicy hints.", "41,5 % vol.", and "70 cl".

AFRICAN RUM IDENTITY

The heart of Africa: balanced aromas mixed with pungent and slightly spicy notes that let the mind blow into typical african flavors.

Rum origins

Ghana 06.904°N/02.608°W
eSwatini 26.571°S/31.561°E

Type

A blend of column and pot still distilled rums from molasses and juice.

Tasting notes

A balanced aromatic taste, with peppery notes and slight spicy hints.

41,5 % vol. **70 cl**



SPANISH RUM IDENTITY

The warm soul of a spanish style rum: floral notes enrich the full bodied and fragrant aroma gifting the rum with a pleasant softness, rounded yet light.

Rum origins

Spain 36.889°N/03.402°W

Venezuela 10.345°N/67.239°W

Type

A blend of column and pot still distilled rums from molasses.

Tasting notes

An aromatic and structured taste with floral hints. A full bodied and scented aroma.

41,5 % vol. **70 cl**

The image features a bottle of RUM@BLIC ORIGINS rum on the left, set against a background of a world map with a focus on Southeast Asia. A circular logo is positioned to the right of the bottle, containing the text 'THAILAND' at the top and 'PHILIPPINES' at the bottom, with a stylized '@' symbol in the center.

INDOCHINESE RUM IDENTITY

A rum that enclose South-east Asia flavors: a round taste enriched by a slight spicy touch and completed by a peculiar licorice aftertaste.

Rum origins

Thailand 14.130°N/100.523°E
Philippines 14.607°N/120.985°E

Type

A blend of column and pot still distilled rums from molasses and juice.

Tasting notes

Smooth and rounded with slight spicy hints. A long finish with a licorice aftertaste.

41,5 % vol. 70 cl

Tasting notes

Smooth and rounded with slight spicy hints. A long finish with a licorice aftertaste.

41,5 % vol. 70 cl