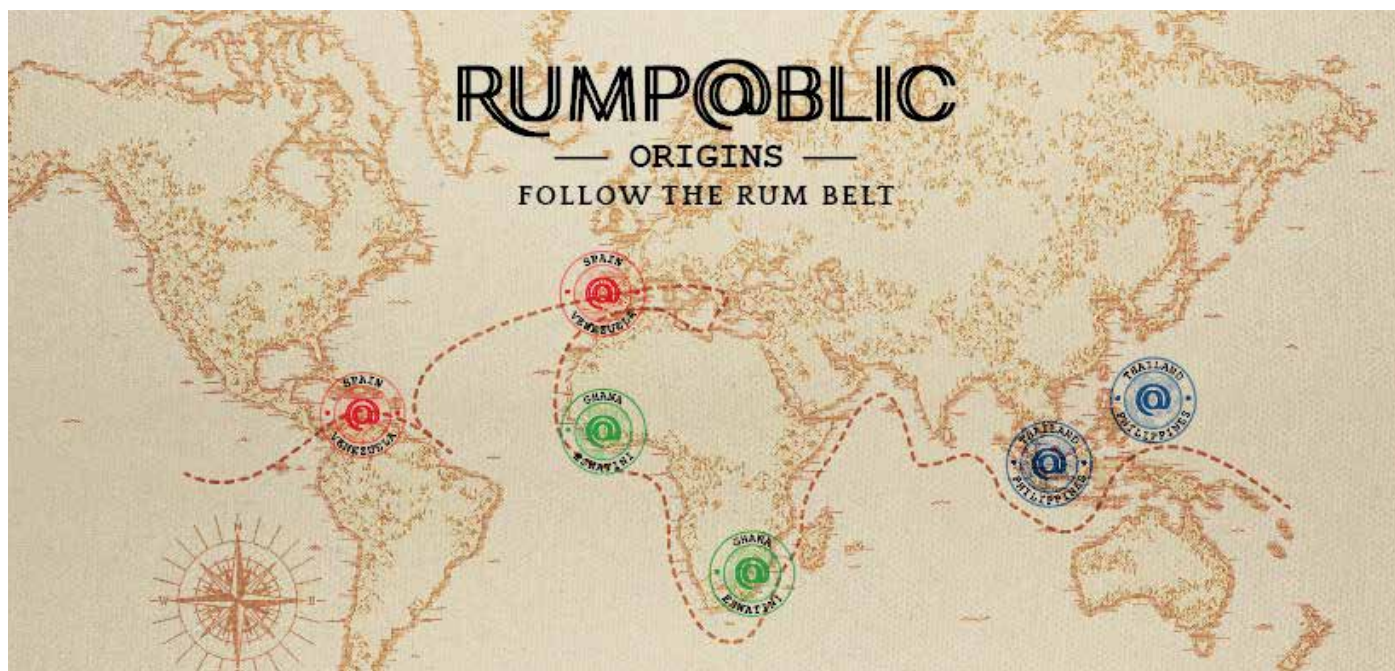


## RUMP@BLIC ORIGINS: THE NEW LINE OF RUM THAT REDISCOVERS THE ORIGINS OF SUGAR CANE DISTILLATE



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 **Rum@b LIC 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.







## 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**





## 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 licorice aftertaste.

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