

Tales from the
**JOURNEY TO THE
SOUL OF CUBA**

RON LA CUNA DEL
RON LIGERO
Santiago
DE CUBA



GOLFO DE MÉXICO

La Habana

Matanzas

Occidente

Santa Clara

Centro

Santiago de Avila

Camaguey

Las Tunas

OCÉANO ATLÁNTICO

Oriente

Santiago de Cuba

MAR CARIBE



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**JOURNEY TO THE
SOUL OF CUBA**

From the dedication of the
Maestros del Ron Cubano comes the
highest expression of the Cuban Rum tradition:
Santiago de Cuba Rum.

Only produced in the famous
Cradle of Light Rum in the Oriente of Cuba,
these rums embody the terroir, the history
and the expertise of the Cuban Rum
making tradition.

No. **23** of 200

*A train sways its
way south-east
towards Oriente.*

THE BEATING HEART OF CUBA



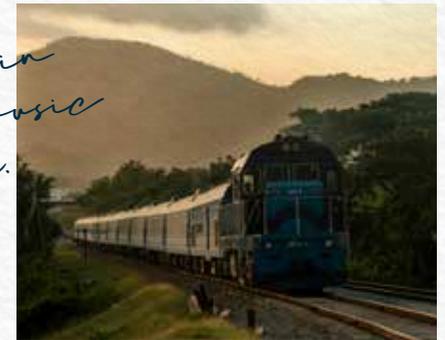


Alive with vibrations and the
rumble of trains, tracks run
alongside our reserves.

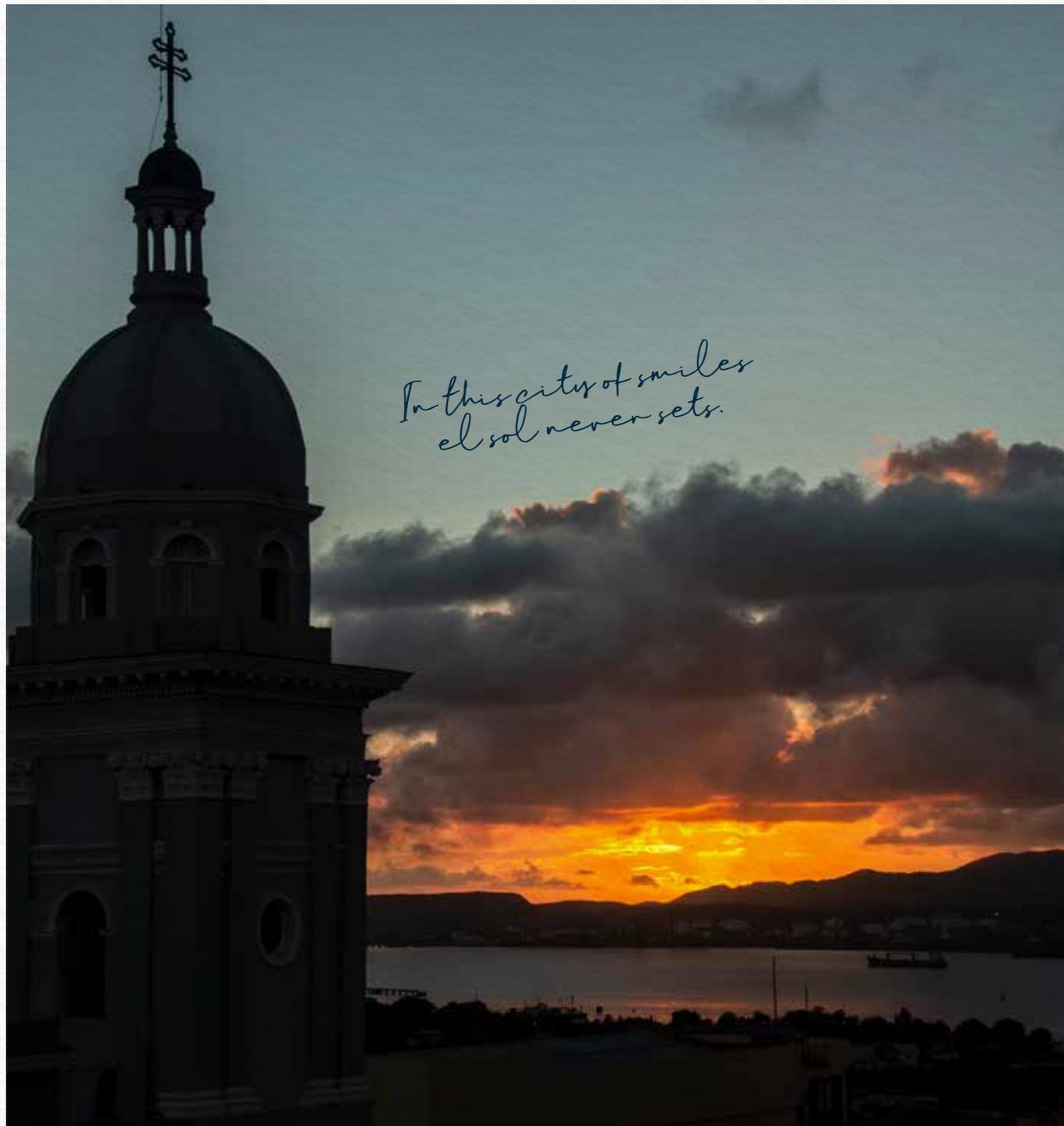


The walls hum.
Our rum never rests.

*Shimmering within
white oak to the music
of wheels on steel.*



Welcome to
Santiago de Cuba.



*In this city of smiles
el sol never sets.*

Golden sun gives way to golden
rum. Sipped to the pulse of the
bustling streets.





Here is where sun-soaked skies,
verdant mountains and the
Caribbean sea meet.

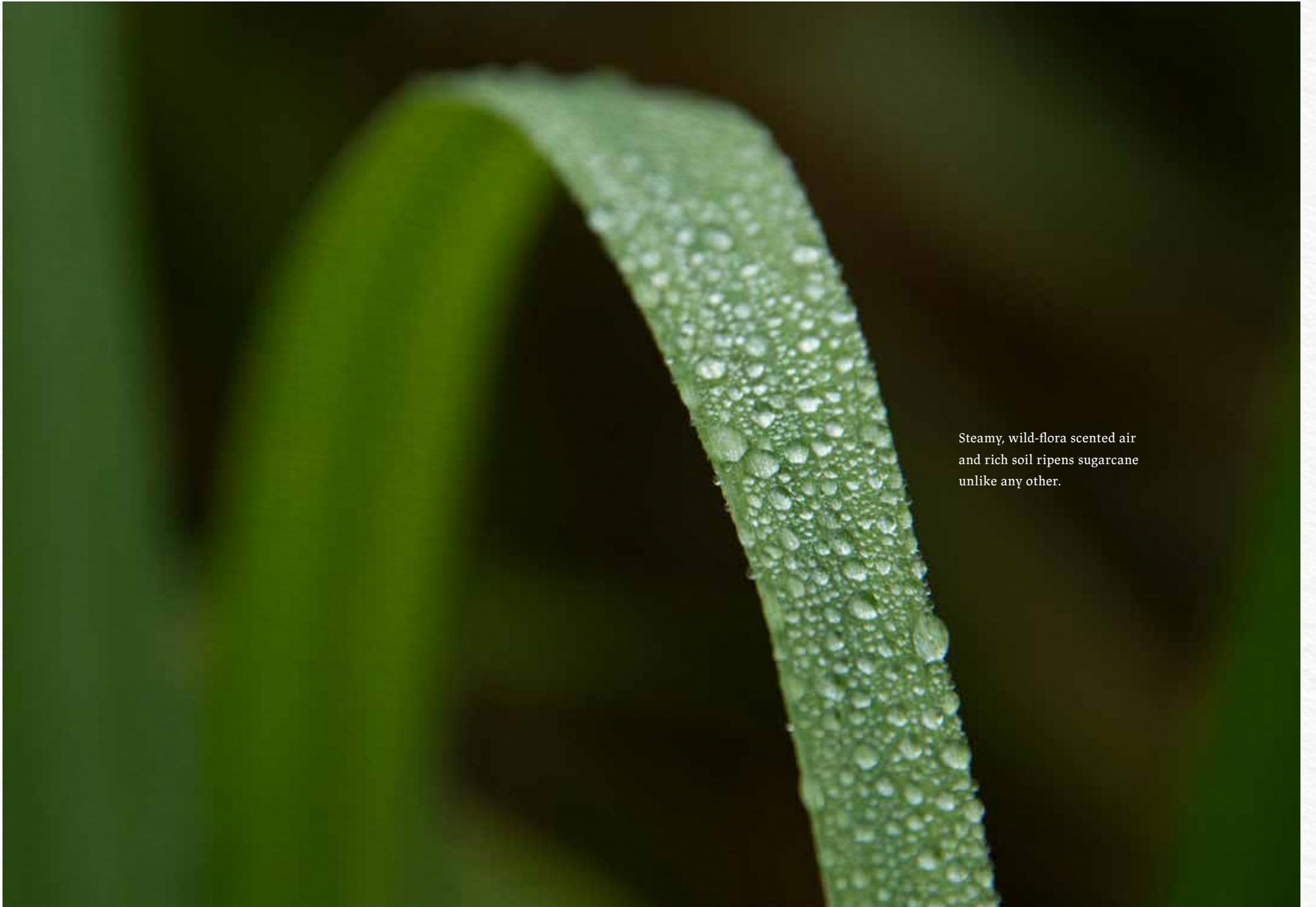


**UPON OUR CREST
THIS MAGICAL TRIO
SHINES GOLDEN**



Heat rises from the earth.
As mythic mist upon the mountains
clears, see fields of emerald with leaves
that whisper songs on the breeze.





Steamy, wild-flora scented air
and rich soil ripens sugarcane
unlike any other.

Hear the beat
of wild waves
crashing.

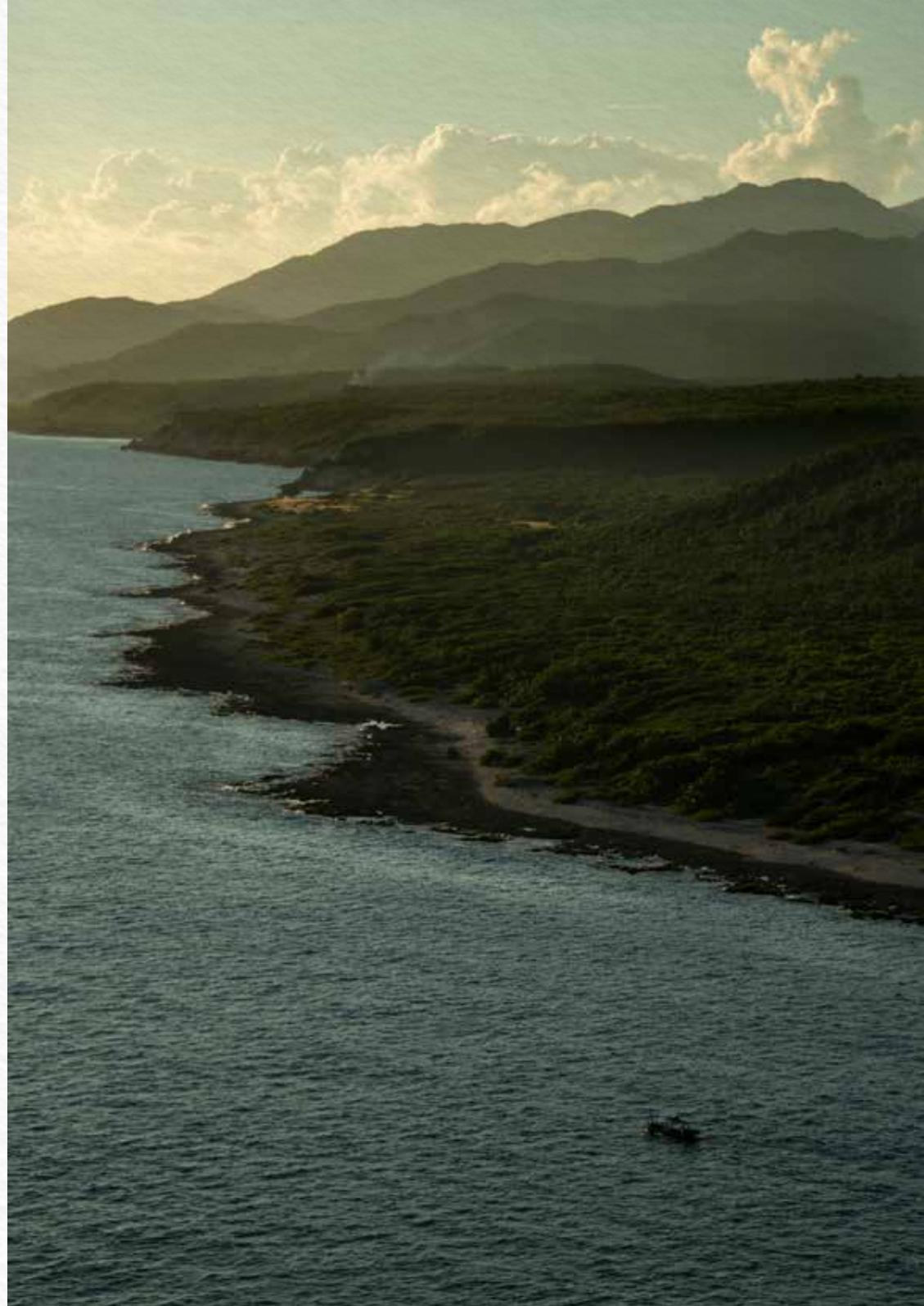


An aerial photograph of a tropical coastline. The water is a deep, vibrant turquoise, transitioning to a lighter, milky white as waves break onto a narrow, sandy beach. The beach is bordered by a dense line of lush green tropical vegetation. In the foreground, the dark green canopy of trees frames the bottom and left sides of the image. The overall scene is serene and idyllic, capturing the natural beauty of a remote coastal location.

See the deep azure and taste
a salty tang in the air.



*Experience the
exhilaration of
spirited waters.*



**ORIENTE
SUGARCANE
IS UNIQUE**



Imbued with minerality from the sea and
aromatically sweet, but not saccharin.



Light and lingering. And we juice
only the best to make our molasses.





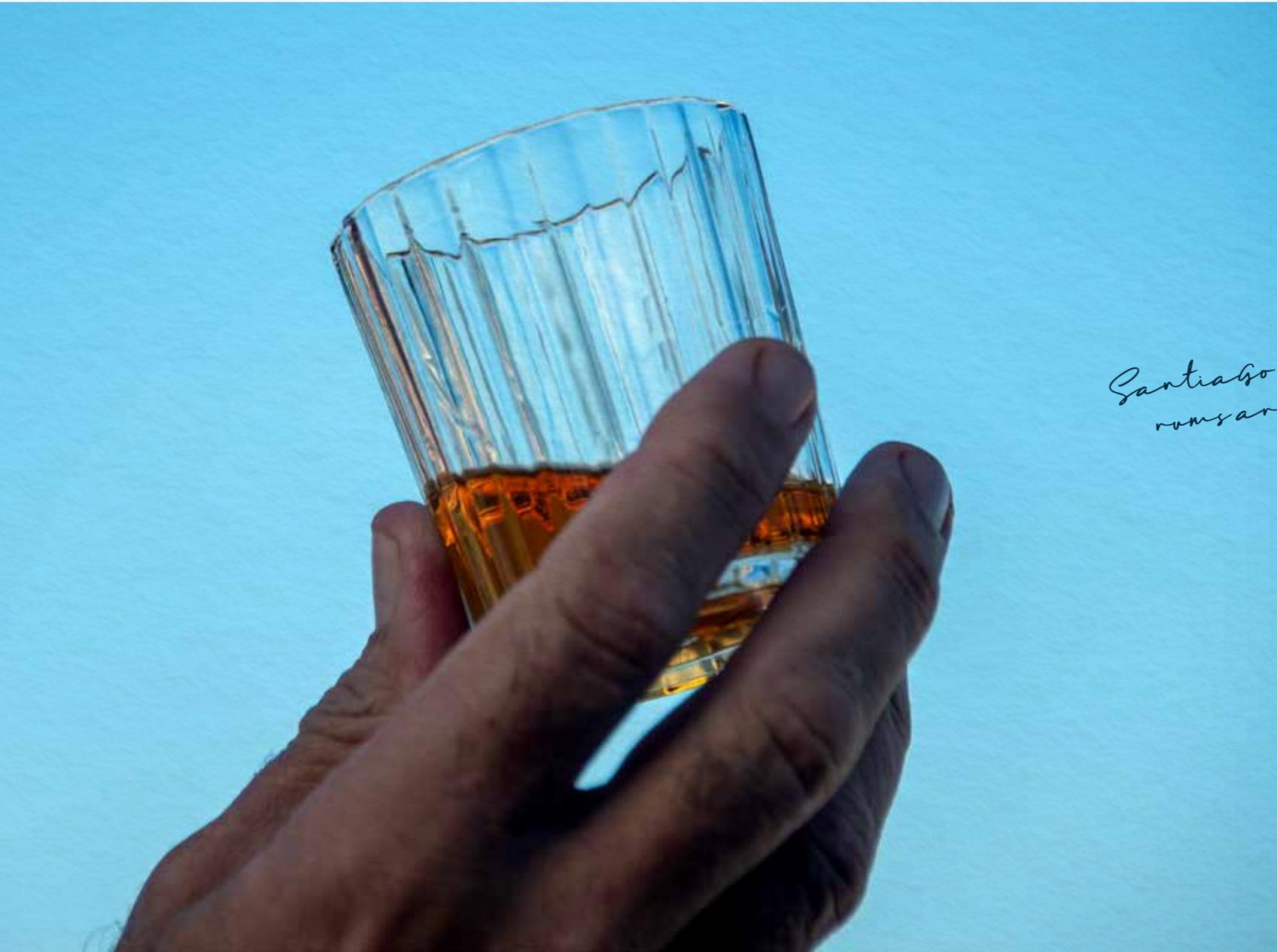
This fresh nectar is fermented, distilled and charcoal filtered to refine its delicate, dry character.

**BORN FROM THE
BOLD PASSION
OF MASTERS**



Devotion to rum is in
Maestros del Ron Cubano's
blood. Rum making runs
through their veins.

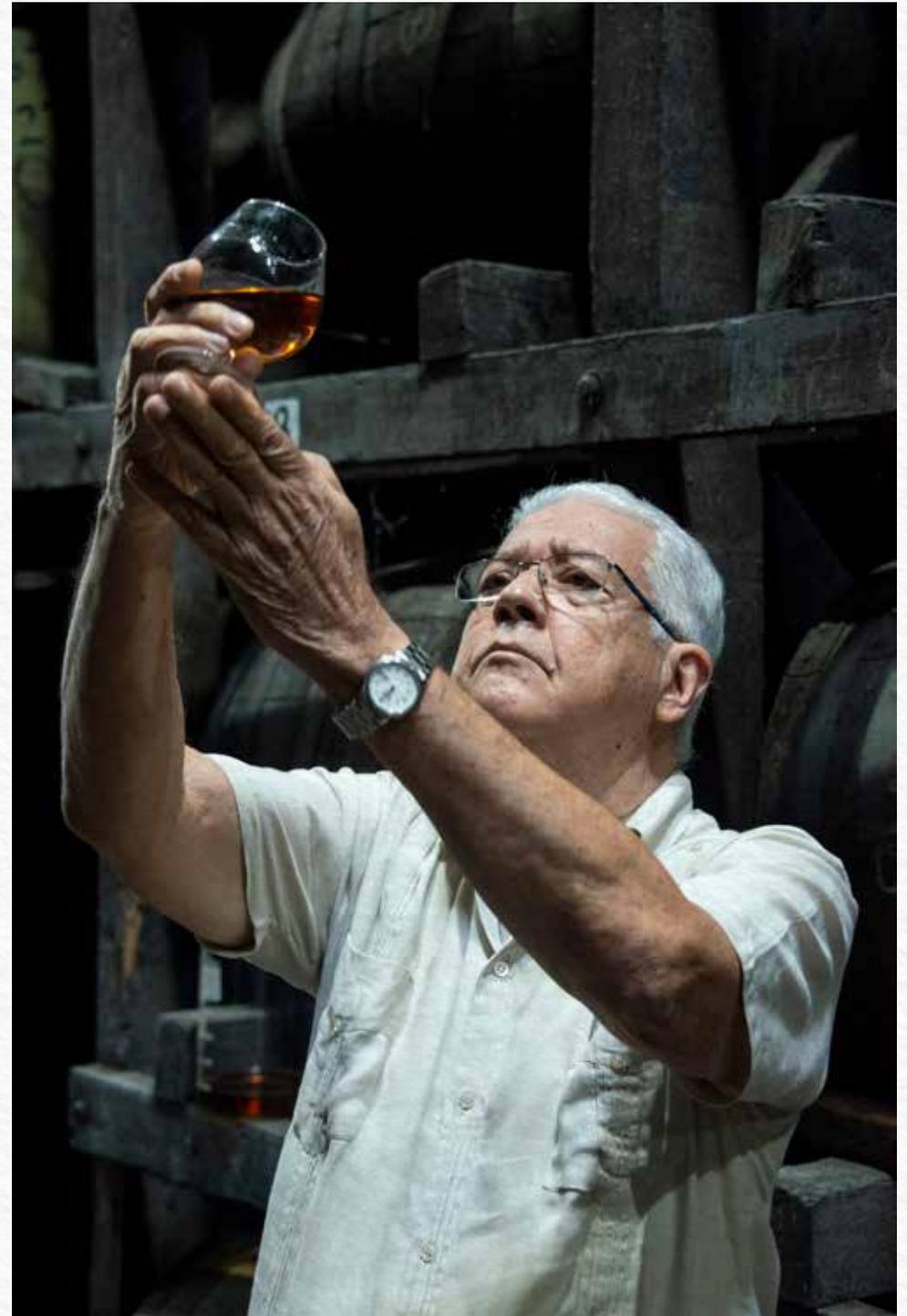




*Santiago de Cuba
rums are alive..*

Passed from generation to generation.
Dating back to the 18th century.
They craft from instinct and
inherited artistry, never recipes.

Knowledge, never rules.





Each barrel destined to
be better than the last.

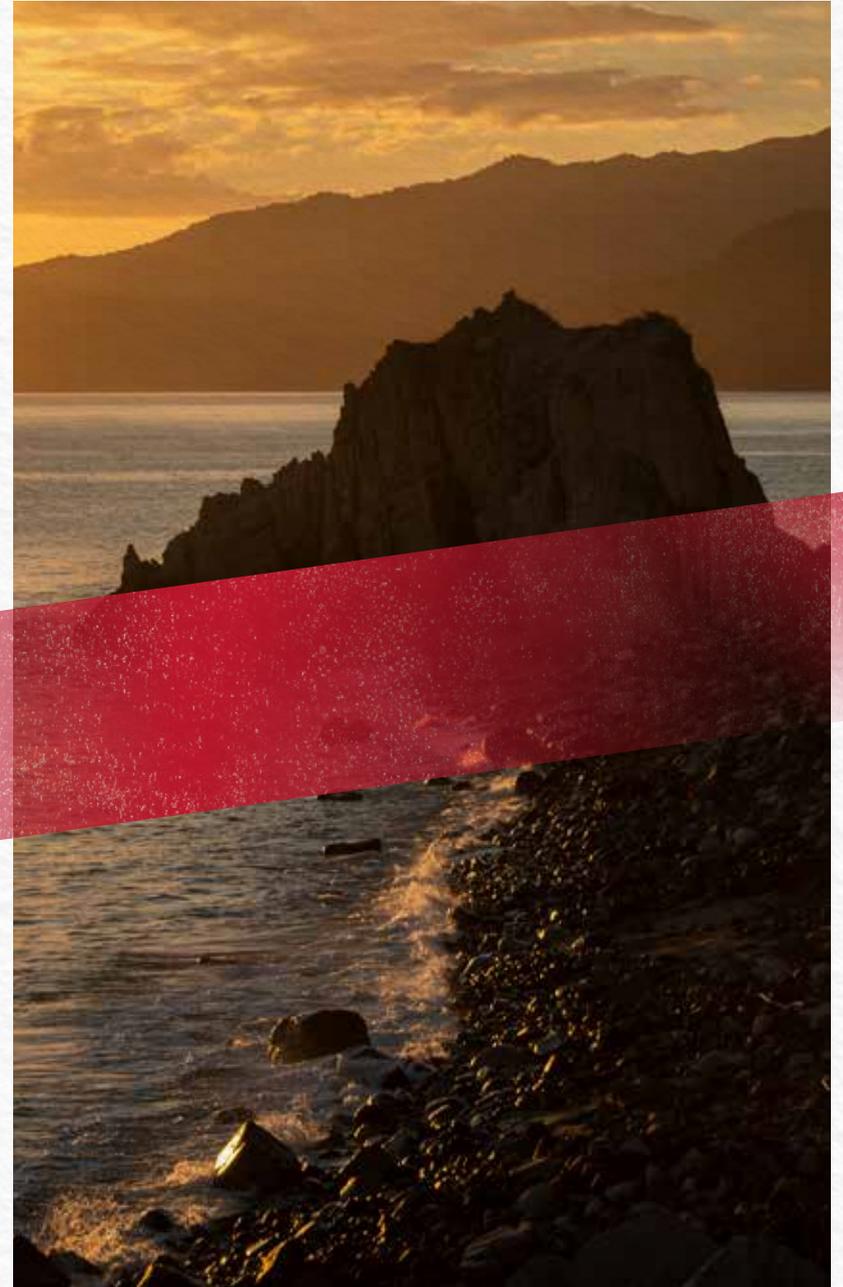
Distilled from sugarcane
that emerged from
tropical earth.

Aged in only white
oak barrels.

Rocked by the rhythm
of the railways.



**THE RED SASH
MARKS THIS FUSION
OF ENERGIES**



100ml e 40% vol

Savanna
RUM

RUM
CUBA
BAM

Discover the Rum.



Carta Blanca is clean and elegant. Shake with lime juice and honey syrup for a fragrant Daiquiri.



Ron Añejo 8 year old is noble and intense with the aroma of our tropical land.

Stir with a squeeze of lime, honey water and a pinch of salt for an iconic Santiago Spritz.



Although this rum has waited for 11 years, the aromatic sweetness of sugarcane shines through.

Hints of vanilla, coconut and dry almond follow. Shake with lime juice, honey water, strain over ice and top up with soda water.



Our 12 year old, simply delicious.
Sip neat or over ice. Pop a black
cherry in or a twist of orange.

**SIPPED FROM
CERAMIC, WE DRINK
IN THE OLD WAYS TO
TOAST TOMORROW**





Our cocktails channel the Cantineros. Cuban classics with an innovative twist. Shaken, stirred, straight-up, subtle, and strongly flavoured. All masterpieces of skill and flair.

Rattling ice, clink of stirrer, slosh into the glass. These drinks are made at a party pace. Ron Santiago De Cuba is at the centre of laughter, dancing, celebration and joy.





Life is to be lived. Stop.
Take pleasure in the small things.

*Embrace the rhythm
and enjoy the view.*



Welcome to true Cuba.
This is the Cradle of Light Rum.
This is Ron Santiago de Cuba.

THE JOURNEY CONTINUES

Use the QR code below to immerse
yourself in the sights and sounds of
Santiago de Cuba.

