



# Zacapa Rum – Ultra Premium Aged Rum Made in Guatemala

## HERITAGE

- Zacapa rum was created in 1976 to commemorate the 100th anniversary celebration of the foundation of the city of Zacapa.
- Zacapa is a town in Guatemala located approximately 112km from Guatemala City. The name Zacapa derives from Nahuatl (Aztec) language, and it means “on the river of grass.

## PRODUCTION

- Unlike most rums which use molasses, Zacapa Rum is made using the first press of virgin sugar cane. This makes the rum sweeter and smoother, and it is at this point that the distinctive characteristics and flavor profile of Zacapa begin to develop.
- After distillation, Zacapa is aged 2,300 meters (7,545 feet) above sea level in the ‘House Above the Clouds’ where the cooler, moist climate slows down the aging process of the rum, creating unique qualities and the signature taste profile.
- The magic of aging is inspired by the Sistema Solera (Solera System), where our rum's journey includes a multitude of cask types and styles carefully selected by Lorena Vásquez, to capture specific flavors and textures, as well as the perfect color.
- Every variant in the Zacapa Rum portfolio travels through a series of casks that define their unique flavors and aromas. Zacapa 23 Rum ages in barrels that previously stored robust American whiskies, Oloroso Sherry and Pedro Ximénez Wine.
- The orchestrator behind Zacapa's delicious taste is Lorena Vásquez, who has been working on the brand for over 35 years. As the Zacapa Master Blender, Lorena Vásquez, is one of only a few female leaders in a traditionally male-dominated industry.
- The petate band wrapped around our signature bottle is hand-woven by over 700 women, giving the Zacapa bottle Guatemalan authenticity. This partnership creates a connection to our Guatemalan heritage while providing an income for the women to support their families.

## TASTING NOTES

### ZACAPA 23 RUM

A blend of rums aged 6-23 years, aged in casks that previously held robust American whiskies and fine wines for a complex and balanced sip.



### ZACAPA XO RUM

A blend of rums aged 6-25 years and finished in French oak casks that previously held Cognac for a smooth finish.



### ZACAPA EDICIÓN NEGRA RUM

A blend of rums aged 6-24 years, aged in double charred oak casks for a smoky, woody finish.





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## SERVES



### Zacapa Neat or On the Rocks

- 1.5 oz Zacapa 23 Rum
- Or
- 1.5 oz Zacapa XO Rum
- Or
- 1.5 oz Zacapa Edición Negra Rum



### Zacapa Signature Old Fashioned

- 1.5 oz Zacapa 23 Rum
  - 0.25 oz Simple Syrup
  - 1 dash Aromatic Bitters
  - 1 dash Chocolate Bitters
  - Grapefruit Peel, for garnish
  - Dark Chocolate, for garnish
1. Combine Zacapa Rum, simple syrup and bitters into a mixing glass with ice.
  2. Stir well and strain into a double OF glass.
  3. Express grapefruit peel over drink and grate dark chocolate over cocktail.

*Or, try Zacapa 23  
in a classic Old Fashioned!*



### Zacapa Manhattan

- 1.5 oz Zacapa 23 Rum
  - 0.75 oz Sweet Vermouth
  - 2 dashes Aromatic Bitters
  - Dark Chocolate, for garnish
1. Combine Zacapa Rum, vermouth and bitters into a glass with ice.
  2. Stir well until chilled and strain into a coupe glass.
  3. Garnish with a wedge of dark chocolate.



### Zacapa Sour

- 1.5 oz Zacapa 23 Rum
  - 0.75 oz Fresh Lemon Juice
  - 0.75 oz Simple Syrup
1. Combine all ingredients into a shaker filled with ice.
  2. Shake well and strain into a coupe glass.

## FEATURES

Zacapa Rum continues to be one of the lead drivers of the UP Rum category, growing +32% \$ Sales in F21 YTD.

In 1999, Zacapa took the initiative to support women from El Quiché who were displaced by conflict, creating work opportunities for their Petate weaving skills.

Zacapa Rum is created using multiple different barrels that have previously aged robust whiskeys and fine wines.

Zacapa Rum is made using the first press of virgin sugar cane.

## BENEFITS

UP Rum has seen an explosion of growth (+40% \$ Sales F21 YTD), one of the few growing price tiers within rum. Now is the time for Zacapa to expand even further!

Today, we have over 700 women weaving our Petate bands, not only creating income for the community but also giving our Zacapa bottles Guatemalan authenticity.

The flavor profile of Zacapa lends itself nicely to neat, on the rocks, or spirit forward/whiskey inspired serves.

Unlike other rums that use molasses, by using the first press of virgin sugar cane, our rum is sweeter and smoother.

**Zacapa Rum is the Most Awarded Ultra Premium Rum Brand**