

# At the *International Rum Conference* **The Botran Aged Rums distillery** **named “Distiller of the Year”**

The “International Rum Congress – 2013” took place in Madrid to address the growth of the aged rum market in Europe and its influence on consumption trends.

At the event around which the global creators of the rum productive chain met, high-level lectures, tasting and cocktail contests as well as private and public parties took place.

In keeping with the tone of their participation in global events, Botran Aged Rums shine again, and Casa Botran received important distinctions, among them the “Distiller of the Year” award in recognition of the careful process to create their aged rums.

## **With differentiated distillation, the art to create rums with personality**

In order to accomplish the distinctive character of each one of its rums, Casa Botran distills its spirits individually and differently for each product.

Thus, the personality of Botran Aged Rums begins to shape in the column still located at the Tulumá mill, owned by Industrias Licoreras de Guatemala. There, the spirits from the fermentation of virgin sugar cane honey become defined, thus distilling the unique and memorable character that will later, once turned into aged rums, will seduce us till we are conquered.

The careful distillation process, an essential part of Casa Botran’s family recipe, is the key to the creation of the high quality aged rums that were rewarded at the *International Rum Conference* in the “Over 11 to 15 year better aged rum” category, where Botran Reserva Aged Rum obtained the silver medal. Botran Solera 1893 Aged Rum received the gold medal



Distillery located at the Tulumá Mill, Retalhuleu



in the “Premium 16 to 20 year old aged rum” category.

## **Botran celebrates the Protected Ron de Guatemala Designation of Origin**

Just like Champagne, that identifies only sparkling wine produced in France under the champenoise method, or Cognac, from the City of Cognac, France, aged rums from our country now bear the seal “Protected Ron de Guatemala Designation of Origin”.

A Protected Denomination of Origin (PDO) includes the name of a specific region or geographic area and designates, differentiates and protects a product on the basis of characteristics unique to the territory where it is made, which include natural, climate and human factors. Thus, Ron de Guatemala’s PDO endorses the quality and attributes engendered by the combination of natural and human factors present in the country. Accomplished by the National As-

sociation of Alcohol and Spirit Manufacturers (ANFAL), this designation means new added value for aged Guatemalan rums - by placing them in the exclusive list of products that have been granted the Designation of Origin – and protects them from imitations because it specifies everything from geographic limitation and soil characteristics, to cane varieties grown, the virgin honey extraction process, fermentation and distillation, and climate conditions under which ageing should occur according to the Solera System.

Botran Reserva Aged Rum and Botran Solera 1893 Aged Rum, as well as Botran 8Aged Rum and Botran 12 Aged Rum, are covered by the Ron de Guatemala PDO. this is a source of great pride for Casa Botran with pride and reaffirms its commitment to follow the quality standard that it has defined.

Finally, the Protected Denomination of Origin is a pledge for those who value the unique characteristics of Ron de Guatemala, that the careful production process that makes it possible will be kept in time.

