

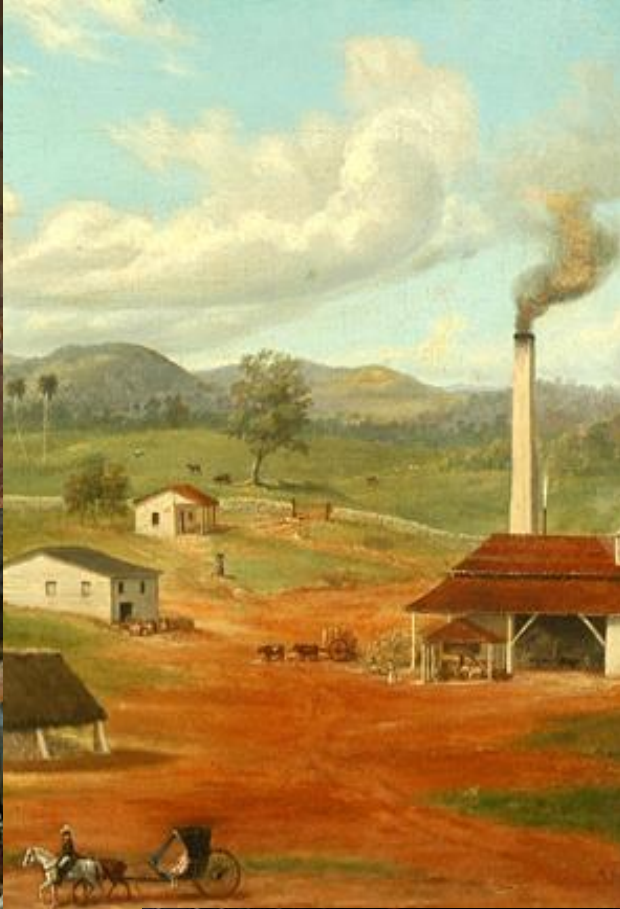


# DIPLOMADO EN CIENCIA Y TECNOLOGÍA DE LAS BEBIDAS ALCOHÓLICAS DESTILADAS: **RON**

**3ra EDICIÓN: 10 DE ABRIL DE 2023**



**DERECHOS RESERVADOS  
DE SPIRIT AND WINE 2022**



FACULTAD DE CIENCIAS  
UNIVERSIDAD CENTRAL DE VENEZUELA

# RONES DEL CARIBE Y OTRAS LATITUDES



Map of The  
WESTERN  
ISLANDS  
By R. Morden

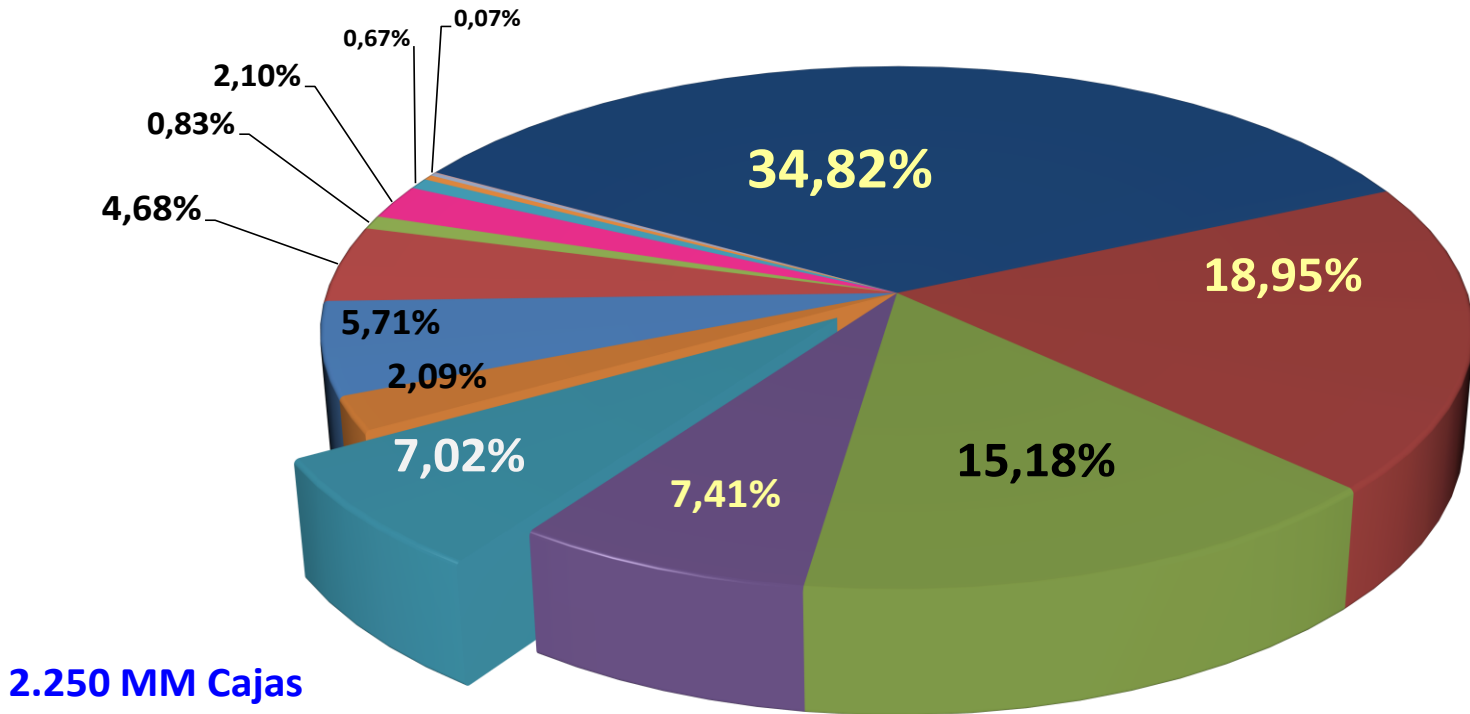


Limites de Aguas Marinas y Submarinas del Mar Caribe



# CONSUMO MUNDIAL DE DESTILADOS Y ESPIRITUOSOS - 2022\*

DERECHOS RESERVADOS "SPIRIT & WINE DEL CARIBE, C.A." - 2022



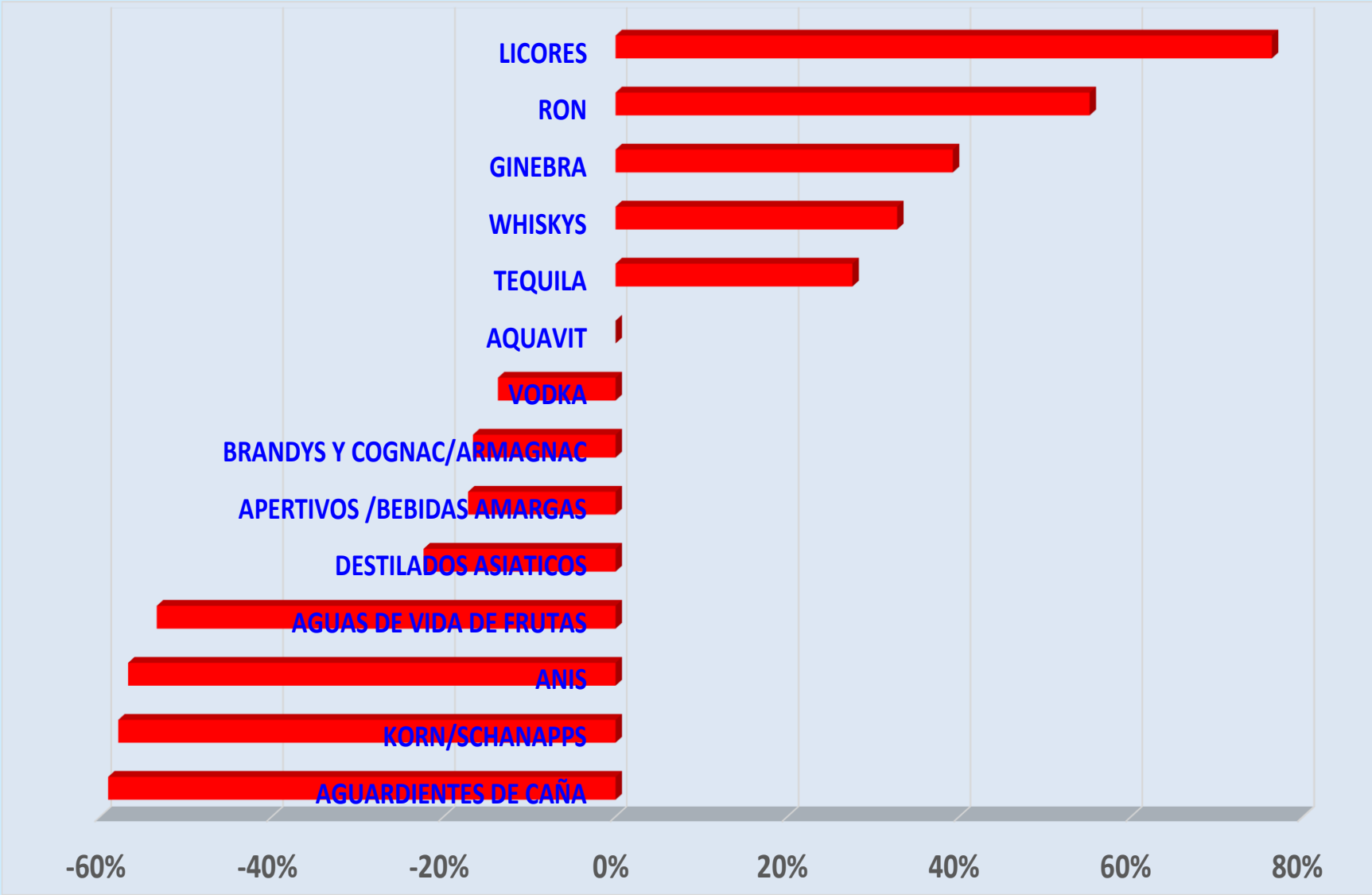
- DESTILADOS ASIATICOS
- WHISKYS
- VODKA
- BRANDYS Y COGNAC/ARMAGNAC
- RON
- AGUARDIENTES DE CAÑA
- LICORES
- GINEBRA
- APERTIVOS /BEBIDAS AMARGAS
- TEQUILA
- ANIS
- AGUAS DE VIDA DE FRUTAS
- KORN/SCHANAPPS
- AQUAVIT

**TOTAL: 2.250 MM Cajas de 9 lts +1,2% Vs 2021**

\* Preliminar

Fuentes: IWSR, Euromonitor y Cálculos propios

# EVOLUCIÓN DEL CONSUMO DE DESTILADOS Y ESPIRITUOSOS (2000 –2022\*)



\*Preliminar

Fuentes: IWSR, Euromonitor y Cálculos propios

DERECHOS RESERVADOS "SPIRIT & WINE DEL CARIBE, C.A." - 2022

# RHUM

Hen  
cubay

# EL RON DESTILADO O ESPIRITUOSO DEL CARIBE Y DE ASIA



COMPAGNIE DES INDES OCCIDENTALES  
RHUM  
MARTINIQUE



DERECHOS RESERVADOS DVINALIA  
2017

# Evolución del Consumo de Ronnes por Regiones (2.000- 2.021)

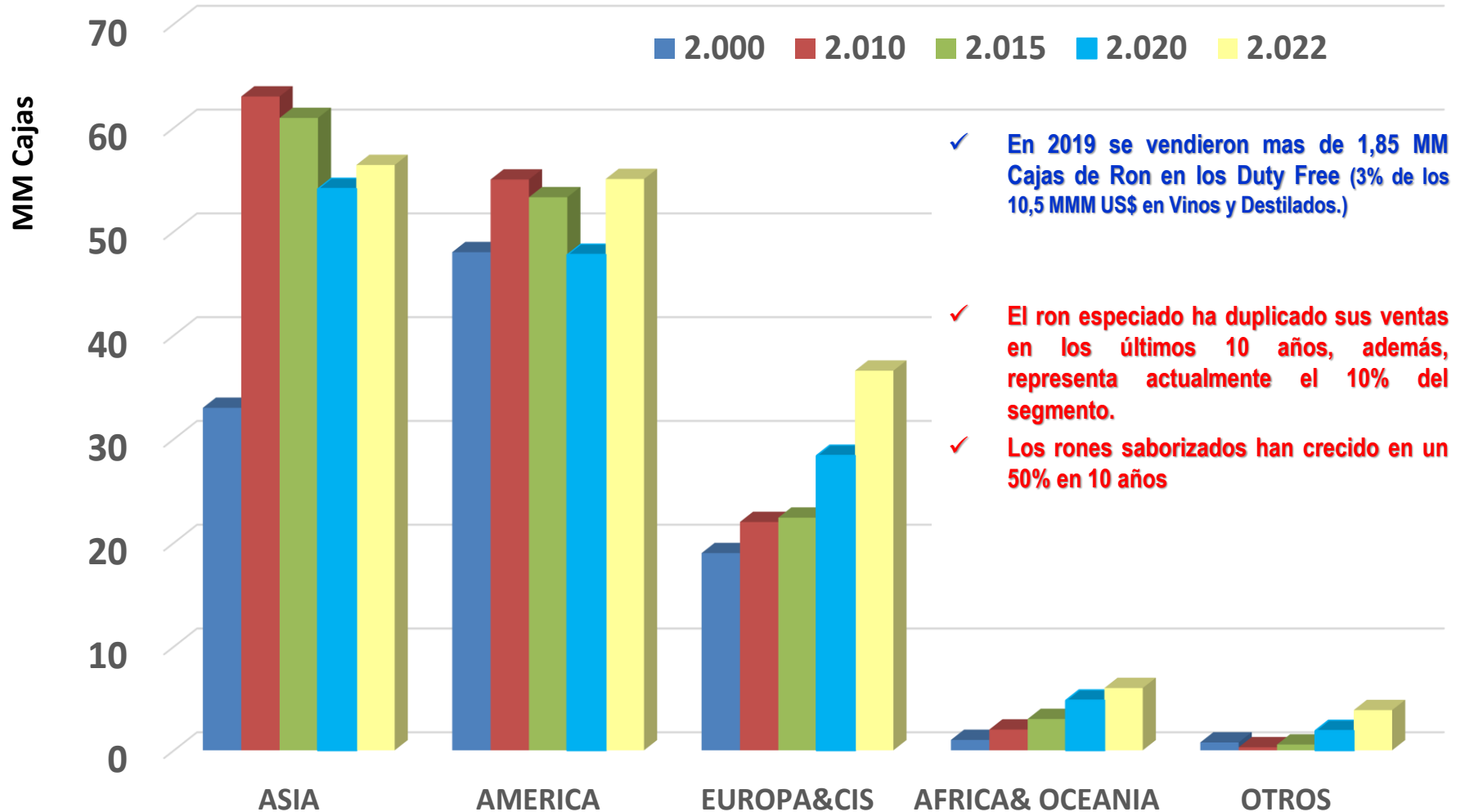
136,9 MM Cajas (2020)

146,3 MM Cajas (2021) +6,7%

**2022**

**157,9 MM Cajas**

**+ 7,9%**

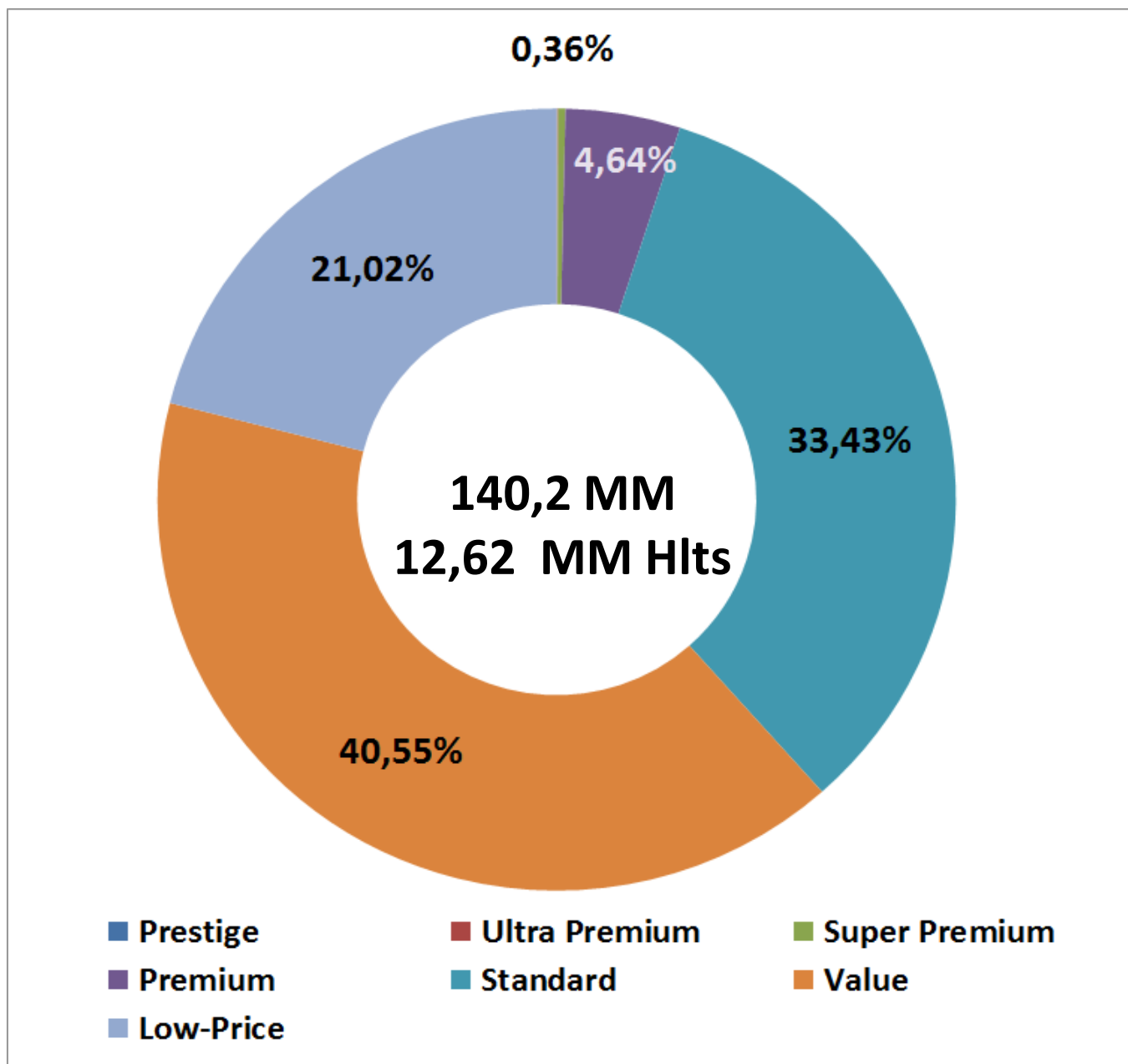


[www.thespiritsbusiness.com/issue/the-brand-champions-2023/](http://www.thespiritsbusiness.com/issue/the-brand-champions-2023/)



# Distribución de las ventas por categorías (2.015)

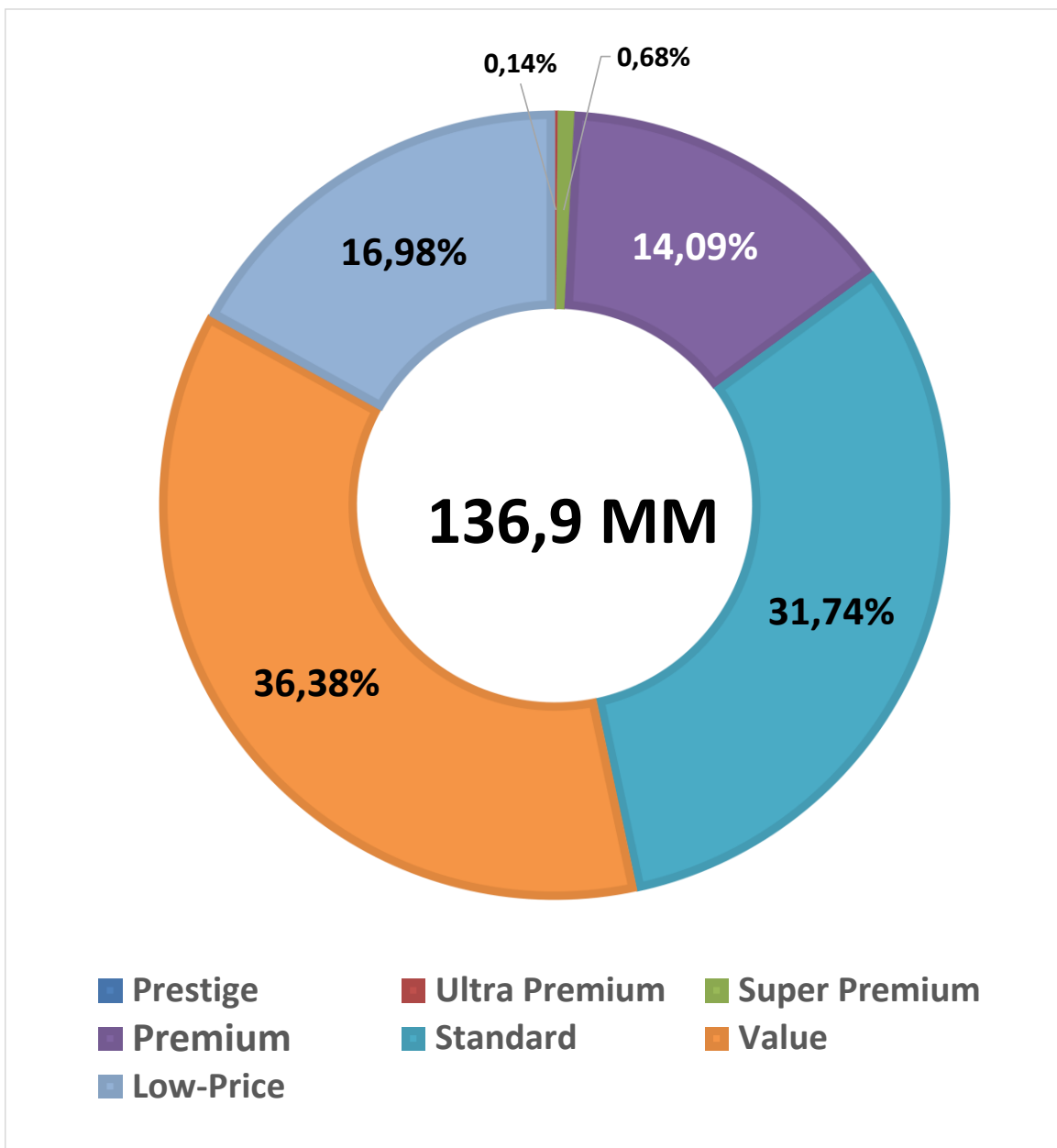
DERECHOS RESERVADOS "SPIRIT & WINE DEL CARIBE, C.A." - 2022



Fuentes: IWSR, [thespiritsbusiness.com](http://thespiritsbusiness.com) y Cálculos propios

# Distribución de las ventas por categorías (2.020)

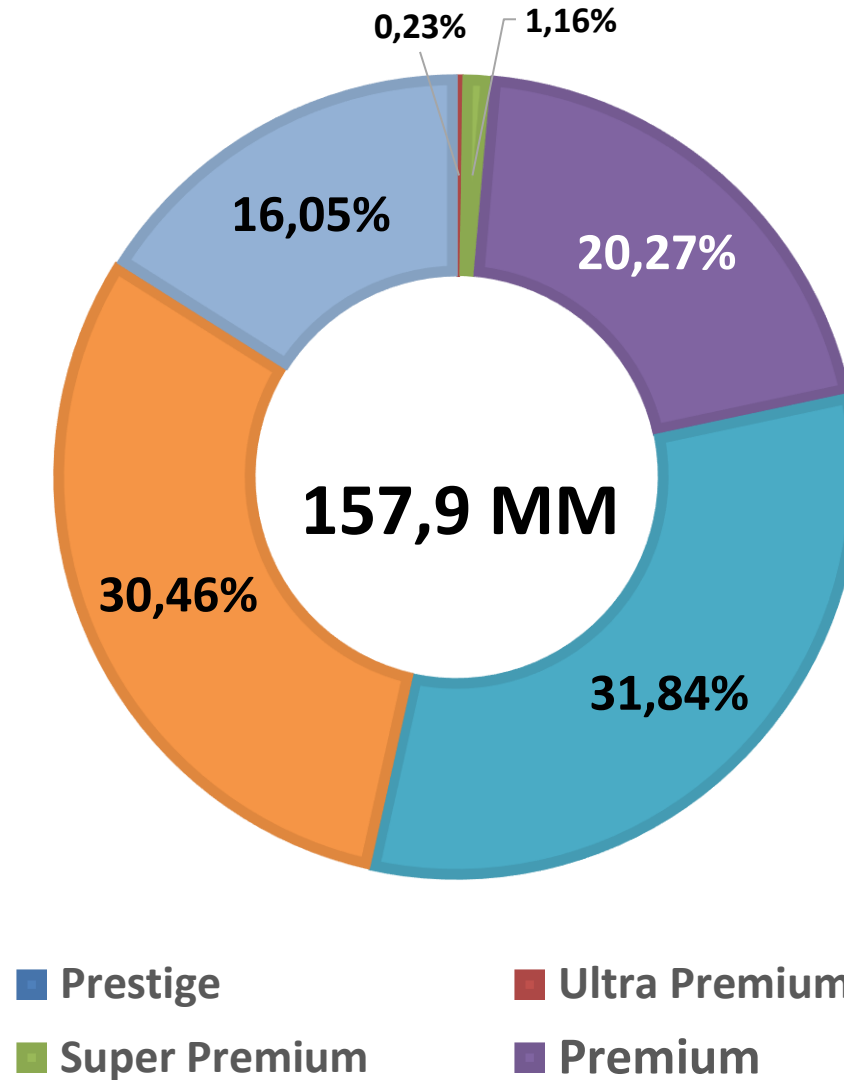
DERECHOS RESERVADOS "SPIRIT & WINE DEL CARIBE, C.A." - 2022



\*Preliminar

# Distribución de las ventas por categorías (2.022)\*

DERECHOS RESERVADOS "SPIRIT & WINE DEL CARIBE, C.A." - 2022



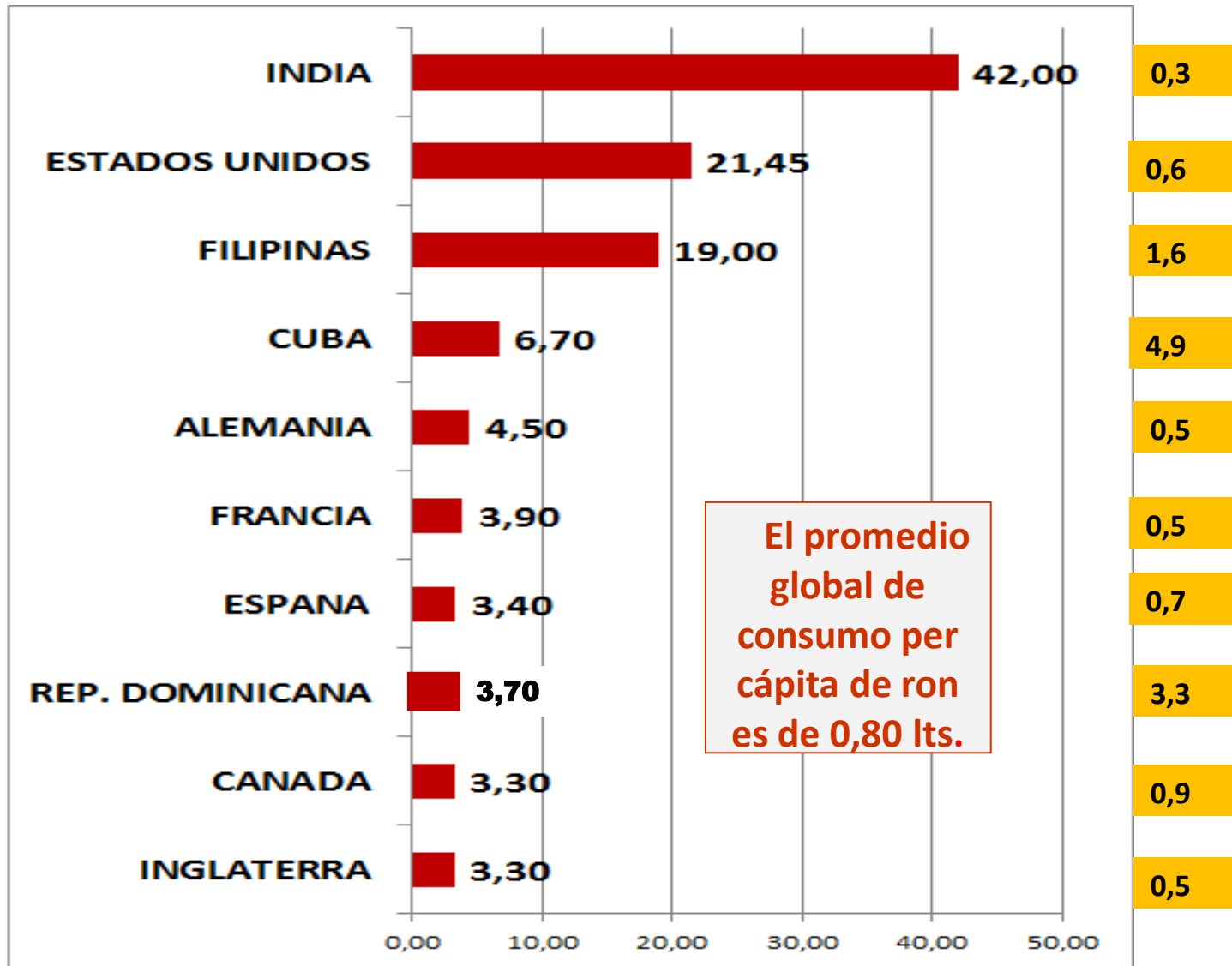
\*Preliminar

Fuentes: IWSR, [TheSpiritsBusiness.com](https://www.thespiritsbusiness.com)  
y Cálculos propios

# PRINCIPALES CONSUMIDORES DE RON (2 021)\*

Consumo: **157,9 MM Cajas**

DERECHOS RESERVADOS "SPIRIT & WINE DEL CARIBE, C.A." - 2022



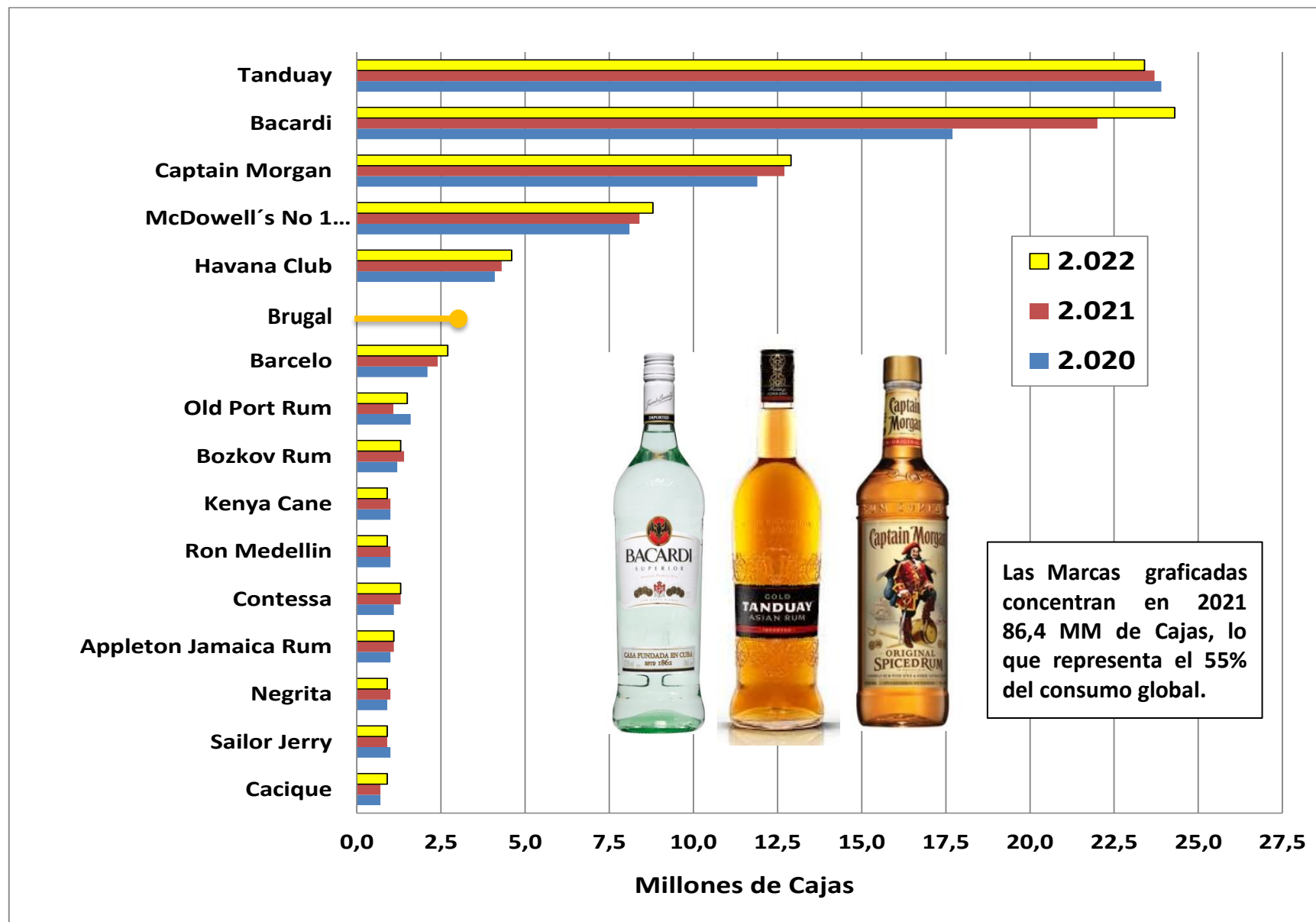
\*Preliminar

MM Cajas.

Fuentes: IWSR y Cálculos propios

# Consumo de Marcas líderes de Ron en el Mundo – 2.022\*

DERECHOS RESERVADOS "SPIRIT & WINE DEL CARIBE, C.A." - 2022

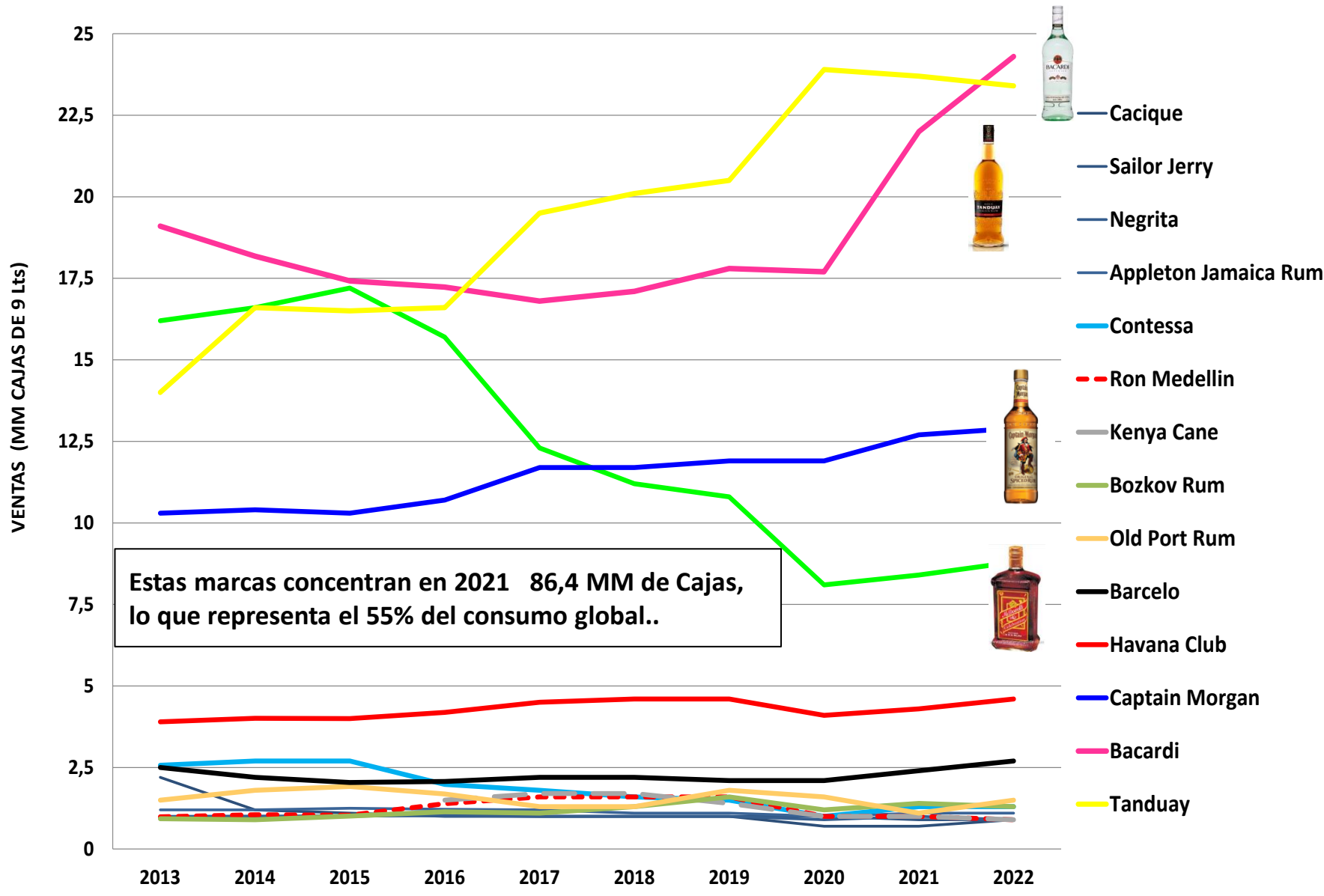


\*Preliminar

Fuente: [thespiritsbusiness.com](https://thespiritsbusiness.com), Junio 2.022, Euromonitor y cálculos propios

# Consumo de Marcas Líderes de Ron en el Mundo – 2021\*

DERECHOS RESERVADOS "SPIRIT & WINE DEL CARIBE, C.A." - 2022



\*Preliminar

# CUBA

Cuba Produce rones de cuerpo ligero, frescos, sobrios y equilibrados. Algunos con cuerpo y añejamiento en roble. Producidos a partir de melaza y por **Destilación Continua**.

La Isla tiene registradas **34 marcas comerciales** de ron. La más famosa es la marca **Havana Club** distribuída en exclusividad por la empresa francesa Pernod Ricard.

Marcas importantes: **Havana Club**, Mulata, Arecha, Varadero, Santiago, , Matusalen, Caney, Legendario, Bocoy, Bucanero, Caribbean Club

# CUBA

16 millones de Cajas



11 Fabricas para exportacion

Consumo per  
Cápita  
4,9 Lts  
(7,1 millones cajas)

Nacional 44%

Export 56%



Otras marcas  
4,3 millones  
de cajas

Havana Club  
4,6 millones  
cajas

EXPORT 8,9 millones de cajas





# PUERTO RICO



Puerto Rico produce rones de cuerpo ligero, frescos, sobrios y equilibrados, muy similares a los cubanos. Algunos añejos tienen cuerpo y estructura. Producidos a partir de melaza y por **Destilación Continua**.

Puerto Rico produce **20,5 MM de Cajas** de Ron, de los cuales **Bacardí** produce el 85% siendo la planta destiladora de San Juan, la mas grande del mundo. Esta marca es la número uno en ventas en EE.UU.



Marcas importantes: **BACARDI, DON Q, Ron Ron del Barrilito, Ron Palo Viejo, Ron Granado, Ron Llave, Ron Rico** .

# REPUBLICA DOMINICANA

El ron es la bebida nacional de República Dominicana y uno de sus productos más reconocidos a nivel internacional. Se produce en Santiago, Puerto Plata y Santo Domingo. Producidos a partir de melaza y jugo de caña y por **Destilación Continua**.

Produce rones de cuerpo ligero y frescos, son elegantes con aromas y cuerpo definido. Sus rones añejados en roble son complejos



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República Dominicana produce **7,8 MM de Cajas** de Ron, siendo el segundo consumidor per cápita del mundo con 3,3 lts por persona (3,7 MM Cajas). **Dic. 2022 DOC RON DOMINICANO**

El 52,5% se exporta, siendo el principal destino de exportación de RD es España con el 65% del total exportado.

Principales marcas: Bermúdez, **Barceló**, **Brugal**, Matusalen, Macorix, Carta Real y Optimus, entre otros.



# REPUBLICA DOMINICANA

DESTILERIAS: Brugal, Alcoholes Finos Dominicanos (AFD), Tecudea, Siboney y Bermudez (Alcohol al 95 a 96 GL)

- **Capacidad Instalada (2.022):** 57 MM de Lts.
- **Producción (2.022):** 32 MM de Lts.

Esta producción de Alcohol equivale a 85,3 MM Lts. al 37,5 GL ( 9 MM Cajas de Bebidas Alcohólicas)

**Brugal (M)\*** 16 MM Lts. CI 26 MM Lts/A (75.000 Lts/día)

**Alcoholes Finos Dominicanos (AFD) (J) \*** 10 MM Lts. CI 18 MM Lts/A (60.000 Lts/día)

**Tecnodea CIQ (M)\*** 6 MM Lts. Ci 12 MM Lts/A (40.000 Lts/día)  
Complejo Industrial de Quisqueya

**Siboney (Sto Domingo)** Fuera de Operación desde aprox. 2.018 ( CI: 15.000 Lts/día )

**Destileria La Isabella**

**Bermúdez (Santiago)** Fuera de operación desde aprox el año 2.000

(M): Melaza, (J): Jugo Fresco de Caña \* Este de RD, principalmente en el Municipio San Pedro de Macoris

# REPUBLICA DOMINICANA



# REPUBLICA DOMINICANA

Producción Ron (2.022):

**7,8 MM de Cajas**

Nacional + Exportación

Total

<b>Brugal</b>	<b>2,4 + 0,85 MM Cajas</b>	<b>3,25 MM Cajas</b>
<b>Barceló</b>	<b>0,4 + 1,7 MM Cajas</b>	<b>2,10 MM Cajas</b>
<b>Yazoo</b>	<b>0,05 + 1,15 MM Cajas</b>	<b>1,20 MM Cajas</b>
<b>Otros*</b>	<b>0,85 + 0,4 MM Cajas</b>	<b>1,25 MM Cajas</b>

\* Dupui Barceló, Mathusalen, Bermúdez, Oliver&Oliver, Macorix y otros.

Se estima que 6,5 MM de Cajas de ron se elaboran con alcoholes dominicanos (Rones Dominicanos) y 1,2 MM son con alcoholes y envejecidos importados.



## New Product, innovations

### Barceló **ORGANIC**

- A result of our permanent commitment to innovation and sustainability.
- The first 100% organic Dominican Rum.
- A tiny but exclusive organic field of only 1.5 square kilometers, which has rested its soils for about five years.
- Aged in select oak cuts without previous use and accompanied by a organic inked described case made of bagasse.
- A 39,000 cases limited production.



CERTIFICATION  
S



**BARCELÓ**  
RUM DOMINICANO

# JAMAICA

En esta isla se producen rones muy aromáticos, densos, pesados y a veces especiados, que se diferencian de otros con facilidad.

Producido por **Destilación en Alambiques y Destilación Continua.**

Produce **3,5 MM de Cajas** de Ron en solo 5 destilerías, las cuales cuentan en la actualidad con tecnología moderna. En 1.893 existían 143 destilerías y en 1948 solo 25.

Produce rones blancos, rones añejos, ron negro u oscuro y el particular Over Proff (de 50 a 75 GAL)





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Marcas importantes: **Appleton, Captain Morgan, Foursquare Distillery, Coriba, Myer's, Monymusk Plantation Rum.**

DERECHOS RESERVADOS "SPIRIT & WINE DEL CARIBE, C.A." - 2022

# BARBADOS

En esta isla se produce rones aromáticos, densos, pesados y a veces especiados. Mezclan principalmente rones de columna con rones de alambiques. También produce rones ligeros. Producido por **Destilación en Alambiques y Destilación Continua**. Producen Rones Ingleses e Industriales, utilizando Melaza (Importan el 80%).

**Produce 1,3 MM de Cajas\* de Ron en solo 5 destilerías.**

Cuentan con la Destiladora de ron mas antigua del Mundo de 1.703 con la marca Mount Gay

**Produce Rones Blancos, Rones Dorados, Rones Añejos (2 a 10 años) y Rones OverProff (154 Overproff = 77 GL).**



SILVER

ECLIPSE

BLACK BARREL

EXTRA OLD

1703

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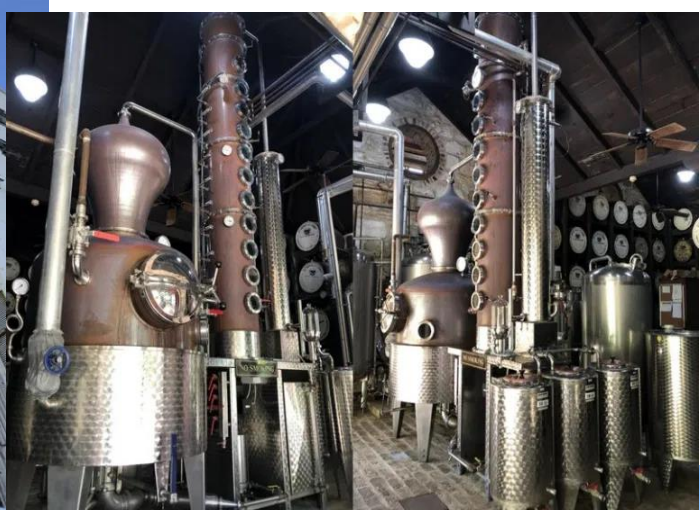
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DERECHOS RESERVADOS "SPIRIT &  
WINE DEL CARIBE, C.A." - 2022

## Lead Rum Manufactures in Barbados

Rum Manufacturer	Year Established	Estimated Production and Exports (2016)	Major Brands
Mount Gay Distillery	1703	Data not available	<ul style="list-style-type: none"> <li>• Mount Gay XO</li> <li>• Mount Gay Eclipse</li> <li>• Mount Gay 1703</li> <li>• Mount Gay Black Barrel</li> <li>• Mount Gay Silver</li> </ul>
West Indies Rum Distillery Ltd.	1893	9 million liters (export data not available)	<ul style="list-style-type: none"> <li>• Malibu</li> <li>• Cockspur Fine Rum</li> <li>• Gilbey's</li> <li>• Popov</li> </ul>
Foursquare Distillery	1730s	1.5 million liters (75% exported)	<ul style="list-style-type: none"> <li>• Foursquare Rum</li> <li>• Rum Sixty-Six</li> <li>• Doorly's</li> <li>• RL Seale 10 year</li> <li>• Old Brigand</li> </ul>
Saint Nicholas Abbey Distillery	2009	3,500 liters* (<1% exported)	<ul style="list-style-type: none"> <li>• St. Nicholas Abbey White Rum</li> <li>• St. Nicholas Abbey 5 year aged rum</li> <li>• St. Nicholas Abbey 12 year aged rum</li> <li>• St. Nicholas Abbey 18 year aged rum</li> </ul>

\* Volume Sold

Source: Field Research, 2017; West Indies Rum Distillery, 2017

# WIRD



DERECHOS RESERVADOS "SPIRIT &  
WINE DEL CARIBE, C.A." - 2022



# FERMENTATION

- Our batched fermentation maximises flavour and character.
- **WE USE TWO TYPES OF FERMENTATION:**
  - Closed in stainless steel vats, used for distillation in column still
  - Open air in oak vats, used for distillation in pot still
- Our fermentation process is long to fully create a first layer of aromatic richness.

**(72 h. de Fermentación)**  
**Mosto Fermentado a 7-8 GL**



# DISTILLATION



**MOUNT GAY**  
Barbados Rum 1703



# DISTILLATION

- WE USE FOUR DIFFERENT TYPES OF STILLS:
  - Our Scottish McMillan double retort copper pot stills (or numbers 75 and 76) deliver heavier flavoured, more palate clinging rums.
  - The taller, narrower neck of our Spanish Fragasa double retort copper pot stills (or numbers 82 and 83) will give you lighter, fruitier rums.
  - Our traditional column still (Webb or number 78) produces fruity, grassy and butterscotch notes.
  - Our full copper Coffey still produces herbaceous, grassy and floral notes.



**MOUNT GAY**  
Barbados Rum  
1703

# MARTINICA

En esta isla se produce ron muy aromáticos, densos, pesados y a veces especiados, que se diferencian de otros con facilidad. Producido por **Destilación en Alambiques en lotes**. Tienen un ron industrial que utiliza melaza como materia prima y destilación continua (Ron Negrita).

Produce **1,8 MM de Cajas** de ron en solo 8 destilerías en funcionamiento, de las cuales 7 trabajan con jugo de caña (85%) y una con Melaza( 15%). No todas operativas

**DOC Ron Agrícola de Martinica desde 1.996**

**80% Rones Blancos** (min 6 semana de reposo sin añejamiento y hasta 3 meses añejamiento)

20% Rones Dorados

**Eleve Sous bois ó Ambre:** mínimo 1 Año y envejecido en toneles de 700 a 1.000 lts.

**Vieux:**

Añejo ó **VO** min 3 Años

**VSOP** min 4 años

**XO** min 6 Años (también los millesime/añada 6 años)

**Principales marcas:** Saint-James, **Clément**, La Mauni, Depaz o Trois-Rivières y Ron Negrita. DERECHOS RESERVADOS "SPIRIT & WINE DEL CARIBE, C.A." - 2022 \*Martinica, Guadalupe y Marie Galante





# LA CONFRÉRIE DU RHUM & THE RUM LAB PRESENTS

## WHAT'S TYPICALLY INSIDE A BOTTLE OF MARTINIQUE RHUM

INFOGRAPHIC CURATOR **BENOIT BAIL**

the **rumlab** KNOWLEDGE THE RUM LAB.COM



### ABOUT MARTINIQUE

Martinique isn't just a distillery, but it's distinctive enough to have the precise latitude and bearing the production defined by law.

Martinique was burned to ashes. Atlix and Caribé, whose champagne was named after it.



### BIRTH OF RHUM AGRICOLE

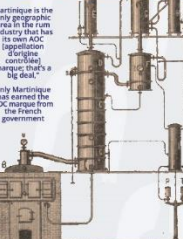
In 1870, sugarcane accounted for 62% of Martinique's exports. Sugar cane fields were transformed into rum production and the rum industry was born. The sugarcane fields were transformed into rum production and the rum industry was born. The sugarcane fields were transformed into rum production and the rum industry was born.

Rhum agricole was born in the 19th century. It is a rum made from fresh sugarcane juice, not molasses, and is produced in Martinique. It is a rum made from fresh sugarcane juice, not molasses, and is produced in Martinique.



### THE AOC "RHUM MARTINIQUE" SPECIFICATIONS

- REGARDING CONTINUOUS DISTILLATION ARE:
- The column must only be heated through vapour injection.
  - The plates in the stripping section must have a diameter between 0,7 and 2 metres (20 to 78 inches).
  - The enrichment area must be made of 5 to 9 copper plates.
  - The stripping section must have at least 15 copper or stainless steel plates.
  - The reflux has to be made through the use of one or several wet-heat or copper condensers.
  - Rectification of the spirit (second distillation aimed at reaching higher alcohol concentrations) is forbidden.



Martinique is the only geographic area in the rum industry that has its own AOC (appellation d'origine contrôlée) status. It's a big deal. Only Martinique has earned the AOC, thanks to the French government.

### RHUM AGRICOLE OR AGRICULTURAL RUM

Rums from Martinique are mostly produced in columns but some are also produced in pot stills. Some rums are aged, others are distilled from molasses - they are less to be aged and rich. The majority of distillers, however, is rum agricole. These are rums made from fresh sugarcane juice. Martinique is the only geographic area in the rum industry that has its own AOC (appellation d'origine contrôlée) status. It's a big deal. Only Martinique has earned the AOC, thanks to the French government. The rum agricole is the juice from fresh sugarcane, taken directly from field to distillery or prevent cooking.

**RHUM AGRICOLE**  
This use of a fresh, fragrant base material is generally defined out of guidelines regarding its production and aging: main rum readily expresses its distinctive character: young rums are bold and grassy where rums may be soft and sweet, and aged rums have a crisp, earthy complexity more akin to whiskey and brandies than to the vanilla-singed richness of traditional rum.



The island's signature cocktail is the Ti PUNCH can only be made with RHUM AGRICOLE

### DISTILLATION PROCESS

- From the second half of the 19th century, new distillation devices are introduced in Martinique.
- Production of alcohol under the AOC rules must be through continuous distillation.
- Fast process is essential as sugarcane trays must be extremely permeable and the vapor being easily spotted under Martinique climate.
- Rum produced in the first imported columns were of extremely low quality.
- Columns had to be adapted to the agricole rum specifications. Trays had to be designed to increase the vesous exposition time.

Esters are essential to the rum agricole's bouquet. The number of enrichment trays has also been reduced to avoid their excessive ethanol content. The Creole distillation column, devoted to rum agricole, was designed for these modifications.

### RHUM DESIGNATIONS

Wherever category the rum may be, rum with a designation of origin "Martinique" can be sold with an alcoholic concentration lower than 40%.

**RHUM "BLANC" DE MARTINIQUE (WHITE RUM):** Colorless rum which has been laid still for at least six weeks and not more than three months.

**RHUM DE MARTINIQUE "ÉLEVÉ SOUS BOIS" (OAK AGED RUM):** Rum has been aged in oak barrels or vats within the production area and for at least 12 uninterrupted months. Rum must also contain at least 250 grams per 100 litre of pure alcohol of volatile elements other than ethanol and methyl at the end of the aging period of time. This minimum content guarantees oak aged rum agricole's bouquet.

**RHUM DE MARTINIQUE "EXTRA AGED RUM":** Rum has been aged in oak casks within the production area and for at least 3 uninterrupted years. Capacity of barrels must be under 600 litres. Rum must also contain at least 325 grams per 100 litre of pure alcohol of volatile elements other than ethanol and methyl at the end of the three years. This minimum concentration superior green is the one imposed to cane aged rum agricole's richer bouquet for the extra aged rum agricole.



"une boisson qui se débite fort bien dans les isles"  
(a beverage widely produced and consumed in the islands)

**TERRIBLE (ghetto)** is a word coming from the French word 'terrible'. As first used in the white context, it denotes the specific use of agricole rum in cocktails, giving a unique touch to the product. Unpleasant. In the rum world, fresh sugarcane juice is commonly named in the French West Indies, Martinique, as the word 'fresh sugarcane juice' is commonly named in the French West Indies. The AOC decree awarding the AOC has been signed on November 3, 1996. It has been published in the Journal Officiel under number 1, 106 starting at page 107.

**SUGAR CANE**  
Sugarcane belongs to the Saccharum genus from the Poaceae family. The Poaceae family also includes wheat, oats and barley. Sugarcane is native to the tropical regions of Asia and Oceania and more specifically New Guinea. It is believed to have been brought to the Americas by Christopher Columbus in 1492. The sugarcane was introduced to Martinique in 1625 by the French. The sugarcane was introduced to Martinique in 1625 by the French. The sugarcane was introduced to Martinique in 1625 by the French.

To be labeled "AOC Martinique rum agricole" rum has to be produced from cane grown in an area authorized by the AOC Decree. Currently, only the territories of the following 23 municipalities of Martinique are allowed for the cultivation of sugarcane intended for the production of AOC Martinique rum:

- FORT-DE-FRANCE AREA :** municipalities of "Le Carbet", "Le François", "Le Lamentin", "Saint-Joseph" and "Saint-Pierre".  
**LA TRINITÉ AREA :** municipalities of "Basse Pointe", "Cros-Martin", "Le Carén", "Moussoul", "Le Marinier", "Le Marin", "Saint-Joseph" and "La Trinité".  
**LE MAUNY AREA :** municipalities of "Le Diamant", "Ducos", "La-Française", "Le Maunay", "Belle-Pierre", "Wababou", "Saint-Joseph", "Sainte-Luce", "Les Trois-Ilets" and "Le Vaudeville".



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### AGING

- Rum getting out of the distillation column must have an alcoholic grade between 65 and 75% ABV (130 and 150 US proof)
- Distillation must take place in a distillery fumante (local name for running distillers), aging activities can take place elsewhere on the island.
- AOC where rum is rested for minimum 6 weeks.
- To be sold, rum blanc (AOC or not) is watered to alcoholic concentrations ranging from 40% ABV US proof to 75% ABV (150 US proof), most common concentrations being 40 & 55% ABV (80, 100 & 110 US proof)
- Martinique ambré rum is usually at least 18 months old or event 24 months old
- Rum may also be aged of more than 3 years in oak casks and be designated as rum agricole "vieux" (aged agricole rum) under AOC designations. Oak barrels used for rum agricole must be made of oak and their capacity must be under 650 litres (172 US gallons).

### AGING FACILITIES

There's 2 facilities of this kind in Martinique



### THE MARTINIQUE'S 7 DISTILLERIES STILL IN OPERATION ARE:



There is 7 distilleries still fumante in Martinique. A distillery is said to be fumante (smoking) if it is still in operation. There's also 1 sugar production facility, a distillery converted into a museum and several aging facilities.

**SAINT JAMES**

The distillery was founded in 1765 by Father Labarre. When a decree from the King of France, Louis XV, made illegal to sell fresh rum and French rum, the distillery was closed. In 1914, Gustave Crasquin de Midouville bought the JM Distillery from the family. Marie MARTIN, the Crasquin de Midouville heirs have carried on the time-honored passion and tradition of making rum JM.

**DEPAZ**

The distillery was founded in 1765 by Father Labarre. When a decree from the King of France, Louis XV, made illegal to sell fresh rum and French rum, the distillery was closed. In 1914, Gustave Crasquin de Midouville bought the JM Distillery from the family. Marie MARTIN, the Crasquin de Midouville heirs have carried on the time-honored passion and tradition of making rum JM.

**JM**

**Simon**

The Rumière du Simon was founded in the middle of the 18th century. It is one of the seven distilleries in Martinique. It is also one of the largest with a production capacity of more than 100,000 litres per year. Today, the distillery supplies the world's most respected brands with products. Crasquin and his family are the owners of the distillery on Martinique.

**Neisson**

Distillery Neisson in Le Carbet, Martinique was founded in 1831 by brothers Adrien and Jean Neisson and the rum distillery is still family owned and operated.

### BOTTLING

Non white rums (paille, ambré & vieux) are usually bottled on site or in the area.



Rum blanc (white rum) is sold out of the production island is usually shipped in large containers. Bottling is then performed locally to the intended selling area.



### DISTILLERIES

There is 7 distilleries still fumante in Martinique. A distillery is said to be fumante (smoking) if it is still in operation. There's also 1 sugar production facility, a distillery converted into a museum and several aging facilities.

**LA FAVORITE**

Distillery "La Favorite" is a family owned company, one of the last independent distilleries of Martinique. Its facility has been operating for over 100 years. In 1996, the distillery was bought by the Lamont family. It distills every year from 500,000 to 1 million litres of rum agricole.

**LA MAUNY**

La Mauny distillery is located on the island of Martinique, in the Basse Pointe, on the island of Martinique. La Mauny distillates sugar cane rum agricole for the following brands: La Mauny, Trois Rivières and Duquesne.

**SAINT JAMES**

**LA MAUNY**

**Rhum J.M**



## THE KNOWLEDGE OF SAINT JAMES IMPERIAL BLANC

**EYE: CLEAR, BRIGHT, CRYSTALLINE**

**NOSE**  
Aromas of freshly-cut sugar cane, slightly peppery, spicy, floral, fruity notes.

**PALATE**  
Bold, smooth, warm attack, typical fruity aromas. Good length.

**BOTTLE DESIGN**  
It was in 1882, they wanted a square bottle for transportation and storage.

**Cellar Master: MARC SASSIER**

**USUALLY TEQUILA LOVERS LIKE IT A LOT.**

**AVAILABLE 40% ABV SPIRIT 70 CL**



**PURE SOFT AND FRESH**  
Very delicate and very balanced.

**SAINT JAMES**  
It is definitely a great quality price rum. People love that it is 100% natural. And the special terroir of North Caribbean make it very fresh.

**MARKETS**  
In more than 50 countries but as always mainly French speaking countries France, Belgium, Canada. But Also Germany and the UK.

## IMPERIAL BLANC AGRICOLE

Since 1763, SAINT JAMES has been making "Rhums Agricoles" from pure sugarcane juice. Cut between January and July, the canes are crushed quickly to guarantee freshness and aromatic power. The juice ferments before being distilled in the Agricole columns.

The combination of Rhums is a meticulous stage performed by the Cellar Master. Those destined for aging are put in French or American oak barrels for a tropical aging with an angel's share up to 8% per year. Angel's really love Agricole! The angel's share under a classic continental climate in Europe is usually between 1% and 2%.



"A white rum combining strength with intense aromas whilst retaining a wonderfully delicate taste".  
**MARC SASSIER**  
Cellar Master

## CONNOISSEUR

**NOSE**  
Aromas of freshly-cut sugar cane, slightly peppery, spicy, floral, fruity notes.

**Other Opinions:** Fresh, tropical fruits, apple blossom, hints of papaya, coconut.

**PALATE**  
Bold, smooth, warm attack, typical fruity aromas. Good length.

**Other Opinions:** smooth and easy to drink perfect to discover the world of Agricole.

**EYE**  
Clear, bright, crystalline.

**Other Opinions:** Crystal Clear

**FERMENTATION:**  
This Rum is transferred to large fermenters (steel storage casks, where it will remain at rest for a maximum of 48 hours. Before being distilled, it is waited 48h by adding sugar water.

## SAINT JAMES GRAN PUNCH

### Recipe

- Tumbler / on ice
- 45ml Saint James Imperial Blanc
- 20 ml Saint James Sugar Cane Syrup
- Top Soda Water
- Garnish: Big lime Pressed Lichee (Squeeze & Go)

### A classic in Martinique!

This modern vision of the iconic Ti-Punch (Little Punch) is lighter in alcohol. Perfect for summer time and... very dangerous.



In Martinique the tradition is to prepare your punch yourself! They say that Chacou prepare sa proper mort.

(Everyone prepare theirs own death). The secret? Take your time! Sit back and relax, let the lime and the sugar infuse the rhum. Some French also call it the CRS for "Citron Rhum Sucre" (Lime Rhum Sugar). The CRS and all part of the French Polyn... Concidence?

## MORE INFORMATION ABOUT SAINT JAMES RHUMS

**Saint James Imperial Blanc**  
Bottles in the clear white glass and fits the room with its fresh aromas, dominated by fruity fragrances. Improvement of a fruit basket full of passion fruit and pineapple accompanied by a soft floral touch.

Rhum Saint James Imperial Blanc delights the palate with its finer composition, revealing its notes of pineapple and passion fruit combined with a floral touch that evokes memories of a bouquet of peonies. It is an exciting fragrance that awakens the senses.

The long and pleasant finish allows the floral and fruity notes to come again before the palate before saying goodbye with a soft touch of spice. Connoisseurs love this treat.



## MARKET

Saint James VSOP will be the flagship of the brand everywhere in the world.  
**GET READY RHUM FASHION LOVERS**



It is a rum that causes a sensation in all our with its square bottle, which was created in 1882. Rhum lovers drink this Rum on its own or with ice. Bartenders love it and use it as a base for cocktails and long drinks. With its symptoms of fresh and varied taste, it turns every cocktail into a little highlight.

## MARTINIQUE

**LOCATED IN THE LESSER ANTILLES OF THE WEST INDIES IN THE EASTERN CARIBBEAN SEA**



**the rum Lab**  
THE RUM LAB.COM

## 3 FUN FACTS About Sainte Marie

- **Saint James Imperial Blanc** is from Sainte Marie in Martinique, a French island in the Caribbean.
- **It was founded in 1688** by the Caribbees, a local population of a savannah created by ocean currents that can only be increased on foot for a few months, then disappears.
- **In Sainte-Marie** there is the famous Saint-James distillery. The island houses a remarkable rum plantation is a former colonial residence from the 18th century. It is a magnificent place where you can not only learn more about the history of agriculture through an exhibition of photographs, documents and videos but also taste the privileged. Antilles rum with its unique sugar cane plantations.

## THE KNOWLEDGE OF SAINT JAMES XO

**EYE: DARK MAHOGANY. REVEALING ITS VERY LONG AGING.**

**NOSE**  
Dominant roasted aromas mingled with hints of cedar box.

**PALATE**  
Good length supported by roasted notes of mocha and coffee and fruit (pears, figs) on a delicately spicy background.

**Cellar Master: MARC SASSIER**

**ELABORATED FROM FRESH PURE SUGAR CANE JUICE**



**AVAILABLE 43% ABV SPIRIT 70 CL**



**PLEASE DRINK SAINT JAMES RESPONSIBLY.**

**TRÈS VIEUX RHUM AGRICOLE**



## ABOUT XO

The juice used for agricole rum must be obtained exclusively by grinding and pressing the sugar cane. Rhum quality is controlled with minimum sugar content, pH levels are analyzed, and content of volatile components are also tested. No addition of syrup or modifiers is allowed at any stage of the distillation and aging.

100 percent sugar cane juice must be used in production; distillation is made through columns of continuous stills, alcohol levels must not be lower than 40% ABV and coloring must be natural from aging only in oak casks.

This rum is marked as an XO which means that under the AOC regulations it has to be aged for a minimum of 6 years in oak barrels not exceeding 650 liters.

"A blend of different agricole rhums aged for between six and ten years in rigorously selected small oak casks, this XO Cuvee is a must for connoisseurs of very old agricole rhums."  
**MARC SASSIER**  
Saint James Master Blender

## CONNOISSEUR

**NOSE**  
Distilled in column stills through oak barrels of sugar cane, the rhum has a full and rich nose with toasted, oak chocolate, figs, apricot acidity or whole nut chocolate, vanilla, clove and nutmeg aromas. Sweet and tender after the floral orange and pear. Some fresh red fruits and a touch of black olive as always right at the end.

**PALATE**  
The rhum is characterized by warm notes of mocha and coffee, but it presents also in a delicate spicy background. Other Opinions: rich, sweet to some extent with some pears, which are washed, orange slices, pear and light orange and some few vanilla notes. Orange green water and cinnamon notes at the back of the palate. Soft a slight note coming through to the end.

**EYE**  
Dark mahogany, revealing its very long aging. Other Opinions: Dark

**COUNTRY:**  
Island of Martinique

**DISTILLERY:**  
The House

**AGING:**  
6 to 18 years

**SUGAR:**  
NO

## A PIONEER 1882

1880's  
Precursor brand in advertising & communication



1882  
First Agricole Rhum Brand registered in France



## 1882

First spirit in a square glass bottle



1884  
One of the first Rhum worldwide to launch a Vintage reference



## THE MODERN DISTILLATION COLUMNS

The process of distillation taking place in distillation columns. In this phase, the heat produced by the steam heats the distillation of both alcoholic and non-alcoholic ingredients that are found in the cane.

The crookes columns are high tall cylinders comprising a least 15 plates or trays for the distillation/steeping zone and up to 9 trays for the concentration zone (100% cooper).

The "rectification" trays concentrate the alcohol and are smaller than the stripping plates. This process is very different from a "multi columns" distillation. With distillate around 72% it preserve a lot of esters and aromas.



## SAINT JAMES IN THE HISTORY OF SUGAR CANE

In 1682, the first wave of French colonizers settled in Martinique where they started to cultivate cotton and tobacco. Towards the end of the seventeenth century, they gradually turned to sugar cane because it was much more profitable.



## MARTINIQUE

**LOCATED IN THE LESSER ANTILLES OF THE WEST INDIES IN THE EASTERN CARIBBEAN SEA**



The Martinique sugar industry reached its pinnacle during the eighteenth century. A large number of sugar factories emerged between 1682 and 1717. In 1766, the Saint James Bagasse factory was established in the town of Saint-James where a high quality of sugar cane alcohol was produced.

## MARTINIQUE

**LOCATED IN THE LESSER ANTILLES OF THE WEST INDIES IN THE EASTERN CARIBBEAN SEA**

Try it in a very fancy Martinique cocktail and don't forget your best cigar!

Father Lefebvre founded the Distillery Saint James in Saint-Pierre in 1763. In 1902 it was partially destroyed by the eruption of the Mount Pelée volcano. Now the distillery is on the other side of the island, in the town of Sainte-Marie, still on a volcanic terrace but in a safer location in case of a new eruption.

Albert, in his book "The fabulous history of rum" argues that Father Lefebvre used the English name "Saint James" in order to market the brand in New England (region of Boston in the USA today).

## MARTINIQUE

**LOCATED IN THE LESSER ANTILLES OF THE WEST INDIES IN THE EASTERN CARIBBEAN SEA**



**the rum Lab**  
THE RUM LAB.COM

# 5%

APENAS EL 2% DE LA PRODUCCIÓN MUNDIAL DE RON SE ELABORA A PARTIR DE JUGO FRESCO DE CAÑA.

Ciertamente, Francia y sus rones agrícolas son líderes en el uso de jugo, aunque otros países también produzcan rones a partir del jugo de caña fresca.

- **Haití** (Barbancourt y los clairins)
- **Dominica** (es lo más natural cuando se está situado entre Guadalupe y Martinica)
- **Las Islas Vírgenes británicas** (en Tórtola, se produce desde hace más de 200 años)
- **Estados Unidos** (Hawai, California y próximamente Louisiana, Florida...)
- **Barbados** (¡St Nicholas Abbey acaba de sacar su ron blanco!)
- **Mauricio y Seychelles**

- **Tailandia** (hecho por franceses)
- **México** (recientemente hemos visto un par de marcas mexicanas que apuestan por el jugo de caña fresca para conquistar mercados extranjeros)
- **Japón**
- **Madeira**
- **Brasil**
- **Madagascar, Sudáfrica y otros países africanos...**



# Rones de las Indias Occidentales, Guyana y Surinam

En las colonias británicas, norteamericanas, francesas, holandesas, islas franco anglófonas, Guyana y Surinam, se producen una cantidad importante de marcas y variedades de ron. En su gran mayoría son producidas por Destilación en Alambiques y a partir de jugo de caña (Rones Agrícolas).

La mayoría son rones muy aromáticos, especiados, pesados y densos.





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Recientemente los principales destiladores de esta región constituyeron una asociación llamada **The West Indies Rum and Spirits Producers' Association (WIRSPA)**, con el fin de integrarse y fortalecer su presencia comercial global. Actualmente está integrada por empresas de Trinidad y Tobago, Haití, Surinam, St. Vincent & Granadinas, Antigua, Santa Lucía, Barbados, Granada, Guyana y Belice. Martinica también produce rones de esta categoría.



1. Angostura 1919 (*Trinidad & Tobago*)
2. Barbancourt Réserve Spéciale Five Star Rum (*Haiti*)
3. Barceló Imperial (*Dominican Republic*)
4. Borgoe 8 year old (*Suriname*)
5. Brugal XV (*Dominican Republic*)
6. Captain Bligh XO (*St. Vincent & the Grenadines*)
7. Chairman's Reserve (*St. Lucia*)
8. Clarke's Court Old Grog (*Grenada*)
9. Cockspur Fine Rum (*Barbados*)
10. Doorly's XO (*Barbados*)
11. El Dorado 15 Year Old (*Guyana*)
12. English Harbour 5 Year Old (*Antigua*)
13. Mount Gay Extra Old (*Barbados*)
14. St Nicholas Abbey (*Barbados*)
15. Travellers 5 Barrel (*Belize*)

# COLOMBIA

Colombia produce rones de cuerpo ligero, frescos, sobrios y equilibrados. Algunos añejos tienen cuerpo y estructura. Producidos a partir de melaza y por **Destilación Continua**.

Los valles colombianos producen **2,5 MM de Cajas** de Ron en su mayoría destilerías públicas y unas pocas privadas. Existe producción en los valles de Antioquia, Boyacá, Caldas y Cali.

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Venden sus rones con la denominación **RON VIEJO**

Marcas importantes: **Ron Viejo de Caldas, Santa Fe, Ron Medellín, Parce, Gobernador, Dictador, Puro Colombia y Cierva Dorada**



# Trinidad y Tobago



# Trinidad y Tobago



# Trinidad y Tobago





# Trinidad y Tobago







THE HOUSE OF  
**ANGOSTURA**  
EST. 1824

**Premium Rum  
Range**



**GUYANA**

**DEMERARA DISTILLERS LIMITED**

**Distillers and Rum Merchants Since 1670**

**EL DORADO**  
**DEMERARA RUM**

# WHAT IS DEMERARA RUM?

- 100% produced exclusively in Demerara county of Guyana, located on northern coast of South America, bordering the Atlantic Ocean.
- Distinct, well-established sugar cane-derived aromas and flavours



# HISTORY PRESERVED IN TRADITIONAL PROCESSES



- Fermentation uses standard dry yeast. Rich sugars lead to high alcohol yield.
- Complemented by secondary fermentations by native wild yeasts, bacteria to yield high congeners level (flavorful esters and other volatiles, heavier alcohols and other fusel oils)

# Uniqueness of Distillation Process

- 9 different types of Stills.
- Dominant aromas and flavors are carefully selected depending on the type of Still (pot/column) and material of construction (copper/steel/greenheart).
- **Full flavor profile of each Rum Mark produced directly off Still by careful flavor selection & control.**
- Craft production in small batches, each controlled to match the quality of established standard.
- Uniqueness of Demerara Rums - different blends combine rich, diverse flavor profiles of components to offer distinctive, complex product expressions



# OUR HERITAGE STILLS

- **Port Mourant Estate** (one of oldest surviving sugar estates) had **Double Wooden Pot Still** established in 1732, producing rum with robust, woody, heavy-bodied character and depth. Only one of its kind still in operation.
- **Versailles Estate** had **Single Wooden Pot Still** erected in early 1800s.
- **Enmore Estate**, on East Coast of Demerara, had installed the **Wooden Coffey Still** in 1880, based on original 1830 Aeneas Coffey patent. Only one of its kind still in operation.
- **Uitvlugt Estate**, started in early 18<sup>th</sup> Century on West Coast of Demerara, had Metal 4-Column **French Savalle Stills**.
- Today, these stills operate at **Diamond Distillery**, on East Bank of Demerara River, also home of **Copper Coffey Stills**.



# 1732 Port Maurant Wooden Double Pot

- Port Maurant Estate (one of oldest surviving sugar estates) had Double Wooden Pot Still established in 1732, producing rum with robust, woody, heavy-bodied character and depth. Only one of its kind still in operation.



## PM Wooden Double Pot Still



# 1880 EHP Wooden Coffey

Enmore Estate, on the East Coast of Demerara, had installed Wooden Coffey Still in 1880, based on original 1830 patent of Aeneas Coffey. Only one of its kind still in operation.



# EHP Wooden Coffey Still



# Copper Two-Column Coffey Still from Diamond Estate



# Four-Column French Savalle Still from Uitvlugt Estate



DERECHOS RESERVADOS "SPIRIT & WINE DEL CARIBE, C.A." - 2022



## Metal Column Stills



## New Five-Column Multi-Pressure Still





# TROPICAL AGEING

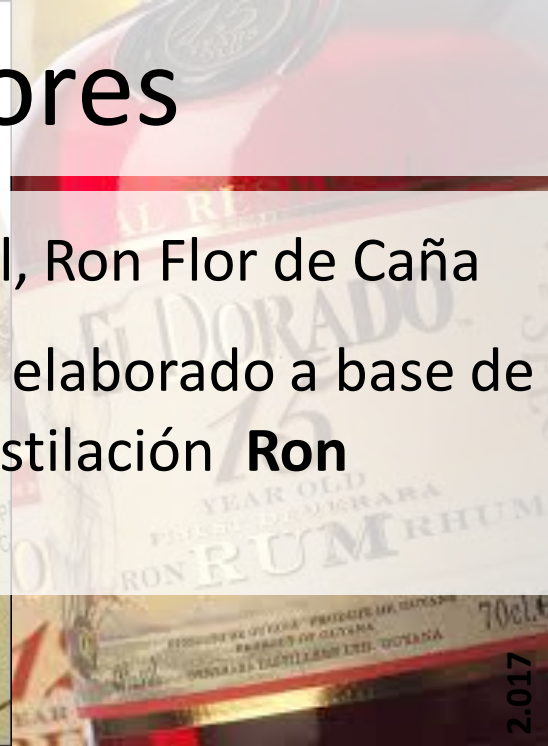
- **Accelerated Ageing (2-3 times faster maturation) in Tropical Equatorial Climate** in once-used Bourbon Oak barrels
- Age Statement reflects minimum age of liquid in blend (not Solera system)





# Otros Países Productores

- **Nicaragua** Produce ron de calidad internacional, Ron Flor de Caña
- **Haití** Produce un ron de incuestionable calidad, elaborado a base de jugo de caña y de melazas. Se utiliza una doble destilación **Ron Barbancourt**.



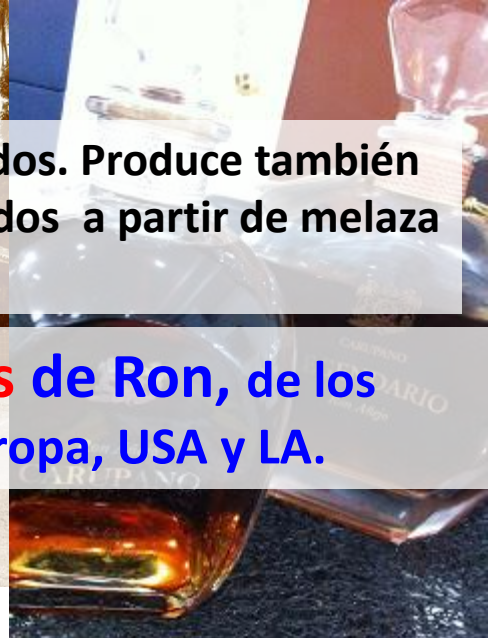
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- **Filipinas** La producción de Ron de este archipiélago se limita a dos marcas con nombres de sus islas: **Pandy y Tanduay**
- **Guatemala** Destacan las industrias licoreras Botrán e Industria Licorera Guatemalteca, productora orgullosa de su producto estrella “**Ron Zacapa centenario**” el cual ostenta el título de: “El ron número uno en el mundo” durante los últimos 5 años.

# VENEZUELA

Venezuela produce rones de cuerpo ligero, frescos, sobrios y equilibrados. Produce también una gran variedad de rones añejos premium y ultra-premium. Producidos a partir de melaza y por Destilación en Continuo y algunos en Alambiques.

Venezuela produjo en 2.0212 **Aprox. 2 MM de Cajas de Ron**, de los cuales el 60% se exportaron y los principales destino fueron Europa, USA y LA.



RON DE VENEZUELA

TIERRA DE GRACIA  
SABOR EXCEPCIONAL



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Venezuela produjo en 2.022 **Aprox. 2 MM de Cajas de Ron**, de los cuales el 60% se exportaron y los principales destino fueron Europa, USA y LA.

Venezuela en 2023 cuenta con 28 marcas de Ron de 16 empresas: **17 marcas de ron con DOC**, 11 sin DOC. Las más famosa a nivel global son las marcas **Cacique, Pampero** distribuidas en exclusividad por la empresa Diageo, **Santa Teresa y Diplomático**.



RON DE VENEZUELA  
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Marca: **Barrica**, Bucare, Caballo Viejo, **Cacique**, **Calazán**, Cañaverl, **Carúpano**, **Diplomático**, Estelar, **Ocumare**, **Pampero**, Quimera, **Roble Viejo**, **Santa Teresa**, Tepuy y **Veroes**. El Muco\*

Angostura, El Nacional, Siglo XX, Corsario, Terepaima, Caribú, Dinastía, Emperador, Mestizo, Grand Marquez Dorado. Ron Artesanal PIEDRA ROTA

**\*En Proceso de Recertificación.**

**[No producción y en Anaquel: Castro y Macuro]**



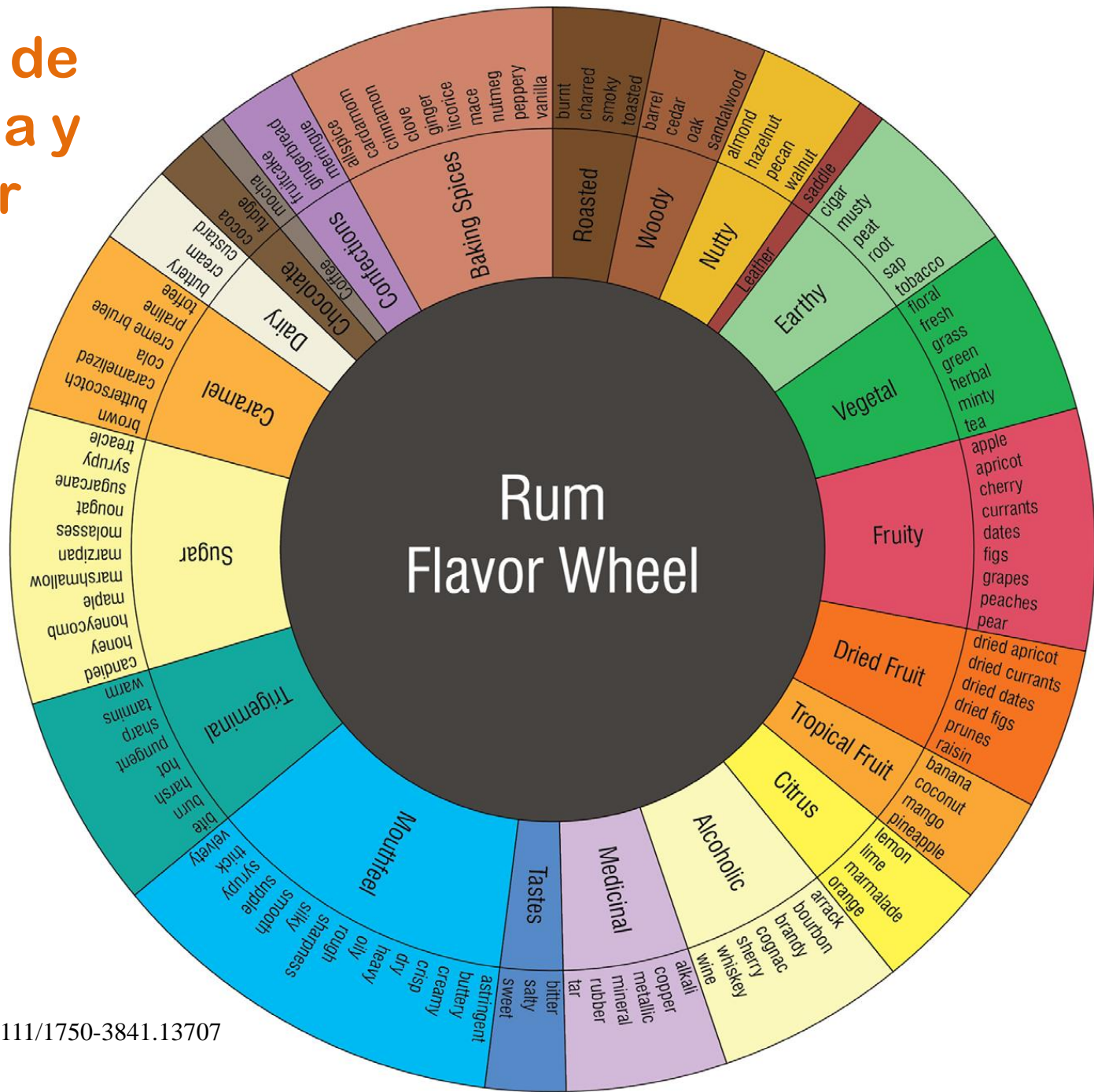
# RONES VENEZOLANOS SIN DOC RDV



**11 Marcas, 10 Empresas**



# Rueda de aroma y sabor



Rueda de sabores

Rueda de sabores

# DIPLOMADO EN CIENCIA Y TECNOLOGIA DE LAS BEBIDAS ALCOHOLICAS DESTILADAS: RON

3ra Edición

ALUMNO: \_\_\_\_\_



Productos: A-B-C-D



RON DE VENEZUELA

EXCELENTE | MUY BUENO | BUENO | REGULAR | INSUFICIENTE

VISTA	PUREZA	<b>59 / 15</b>	<b>60</b>	<b>61</b>	<b>D</b>
	Limpidez, sin partículas	10 - 8 - 6 - 4 - 2	10 - 8 - 6 - 4 - 2	10 - 8 - 6 - 4 - 2	10 - 8 - 6 - 4 - 2

OLFATO	INTENSIDAD	<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>
	Fuerza y persistencia del aroma	10 - 8 - 6 - 4 - 2	10 - 8 - 6 - 4 - 2	10 - 8 - 6 - 4 - 2	10 - 8 - 6 - 4 - 2
	COMPLEJIDAD	<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>
	Variedad de aromas, elegancia y finura	25 - 20 - 16 - 10 - 5	25 - 20 - 16 - 10 - 5	25 - 20 - 16 - 10 - 5	25 - 20 - 16 - 10 - 5

GUSTO	INTENSIDAD	<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>
	Fuerza de los sabores y primera entrada	10 - 8 - 6 - 4 - 2	10 - 8 - 6 - 4 - 2	10 - 8 - 6 - 4 - 2	10 - 8 - 6 - 4 - 2
	COMPLEJIDAD	<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>
	Variedad de sabores, elegancia y finura	20 - 18 - 16 - 8 - 4	20 - 18 - 16 - 8 - 4	20 - 18 - 16 - 8 - 4	20 - 18 - 16 - 8 - 4
	PERSISTENCIA	<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>
	Duración de la sensación remanente en boca	15 - 12 - 10 - 6 - 3	15 - 12 - 10 - 6 - 3	15 - 12 - 10 - 6 - 3	15 - 12 - 10 - 6 - 3

JUICIO GLOBAL	ARMONÍA	<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>
	Apreciación general	10 - 8 - 6 - 4 - 2	10 - 8 - 6 - 4 - 2	10 - 8 - 6 - 4 - 2	10 - 8 - 6 - 4 - 2

VALORACION TOTAL	<b>A TOTAL</b>	<b>B TOTAL</b>	<b>C TOTAL</b>	<b>D TOTAL</b>
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RON DE VENEZUELA

**CORRESPONDENCIA VALORES FICHA DE CATA RON Y DESTILADOS**

	PUREZA	10	8	6	4	2
<b>VISTA</b>		Excelente	Muy bueno	Bueno	Regular	Deficiente
<b>OLFATO</b>	<b>INTENSIDAD</b>	10	8	6	4	2
		alcohol ausente , se siente el bouquet	Alcohol no se siente	Alcohol que se puede sostener en el tiempo , agradable ,si meto la nariz y se siente el alcohol regaña un poco	Sensación fuerte, similar alcohol farmacia	
	<b>COMPLEJIDAD</b>	25	20	16	10	5
		20+ aromas	10 a 19	6 a 9 aromas	4 aromas	
<b>GUSTO</b>	<b>INTENSIDAD</b>	10	8	6	4	2
		Llena la boca con sensaciones, agradable, oleoso, sin ardor.	untuoso , desaparece casi ardor	ardor agradable.	picante, ardiente, seca un poco , pero agradable	ardor, tos
	<b>COMPLEJIDAD</b>	20	18	16	8	4
	Correspondencia con la complejidad olfativa					
	<b>PERSISTENCIA</b> (caudalias) en lengua no es posgusto	15	12	10	6	3
16+		10 a 15	6 a 9 seg	Ron Estandar. 6 seg ron 2 años		
<b>JUICIO GLOBAL</b> Unico Item Subjetivo	<b>ARMONIA</b>	10	8	6	4	2

DERECHOS RESERVADOS SPIRITS&WINE DEL CARIBE, C.A.



## ESCALA DE PUNTEO PARA ANALISIS SENSORIAL DE RONES DIPLOMADO

### VENEZUELA (DIPLOMADO)

<b>LOW PRICE (Menos de 1 año de envejecimiento)</b>	<b>&lt; 50 puntos</b>
<b>VALUE (1 a 2 años)</b>	<b>50 puntos a 67 puntos</b>
<b>ESTANDARD (2 a 3 años)</b>	<b>68 puntos a 72 puntos</b>
<b>PREMIUM ( 3 a 5 años)</b>	<b>73 puntos a 77 puntos</b>
<b>SUPERPREMIUM (6 a 9 años)</b>	<b>78 puntos a 82 puntos</b>
<b>EXTRAPREMIUM (10 a 15/19 años)</b>	<b>83 puntos a 91 puntos</b>
<b>ULTRAPREMIUM (&gt; 15/19 años)</b>	<b>a partir de 92 puntos</b>



## VENEZUELA (DIPLOMADO)

## INTERNACIONAL\*

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LOW PRICE (Menos de 6 meses de envejecimiento)

VALUE (6 meses a 1 años)

ESTANDARD (1 a 3 años)

PREMIUM (4 a 9 años)

SUPERPREMIUM (10 a 15 años)

ULTRAPREMIUM (16 A 20 años)

PRESTIGE (> 20 años) LUJO/ RESERVAS MUY ESPECIALES

\* Correlación categorías Ronas IWSR  
(International Wine and Spirit Report)

# DIPLOMADO EN CIENCIA Y TECNOLOGIA DE LAS BEBIDAS ALCOHOLICAS DESTILADAS: RON

3ra Edición

ALUMNO: \_\_\_\_\_



Productos: A-B-C-D



RON DE VENEZUELA

EXCELENTE | MUY BUENO | BUENO | REGULAR | INSUFICIENTE

VISTA	PUREZA	<b>59 / 15</b>	<b>60</b>	<b>61</b>	<b>D</b>
	Limpidez, sin partículas	10 - 8 - 6 - 4 - 2	10 - 8 - 6 - 4 - 2	10 - 8 - 6 - 4 - 2	10 - 8 - 6 - 4 - 2

OLFATO	INTENSIDAD	<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>
	Fuerza y persistencia del aroma	10 - 8 - 6 - 4 - 2	10 - 8 - 6 - 4 - 2	10 - 8 - 6 - 4 - 2	10 - 8 - 6 - 4 - 2
	COMPLEJIDAD	<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>
	Variedad de aromas, elegancia y finura	25 - 20 - 16 - 10 - 5	25 - 20 - 16 - 10 - 5	25 - 20 - 16 - 10 - 5	25 - 20 - 16 - 10 - 5

GUSTO	INTENSIDAD	<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>
	Fuerza de los sabores y primera entrada	10 - 8 - 6 - 4 - 2	10 - 8 - 6 - 4 - 2	10 - 8 - 6 - 4 - 2	10 - 8 - 6 - 4 - 2
	COMPLEJIDAD	<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>
	Variedad de sabores, elegancia y finura	20 - 18 - 16 - 8 - 4	20 - 18 - 16 - 8 - 4	20 - 18 - 16 - 8 - 4	20 - 18 - 16 - 8 - 4
	PERSISTENCIA	<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>
	Duración de la sensación remanente en boca	15 - 12 - 10 - 6 - 3	15 - 12 - 10 - 6 - 3	15 - 12 - 10 - 6 - 3	15 - 12 - 10 - 6 - 3

JUICIO GLOBAL	ARMONÍA	<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>
	Apreciación general	10 - 8 - 6 - 4 - 2	10 - 8 - 6 - 4 - 2	10 - 8 - 6 - 4 - 2	10 - 8 - 6 - 4 - 2

VALORACION TOTAL	<b>A TOTAL</b>	<b>B TOTAL</b>	<b>C TOTAL</b>	<b>D TOTAL</b>
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## **Escala de categoría de rones oficial del Diplomado en Ciencia y Tecnología de las Bebidas Alcohólicas Destiladas: RON Universidad Central de Venezuela**

<b>LOW PRICE (Menos de 1 año de envejecimiento)</b>	<b>&lt; 50 puntos</b>
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# Escala de categoría de rones oficial del DCyTBAD- RON UCV y comparación con la escala IWSR

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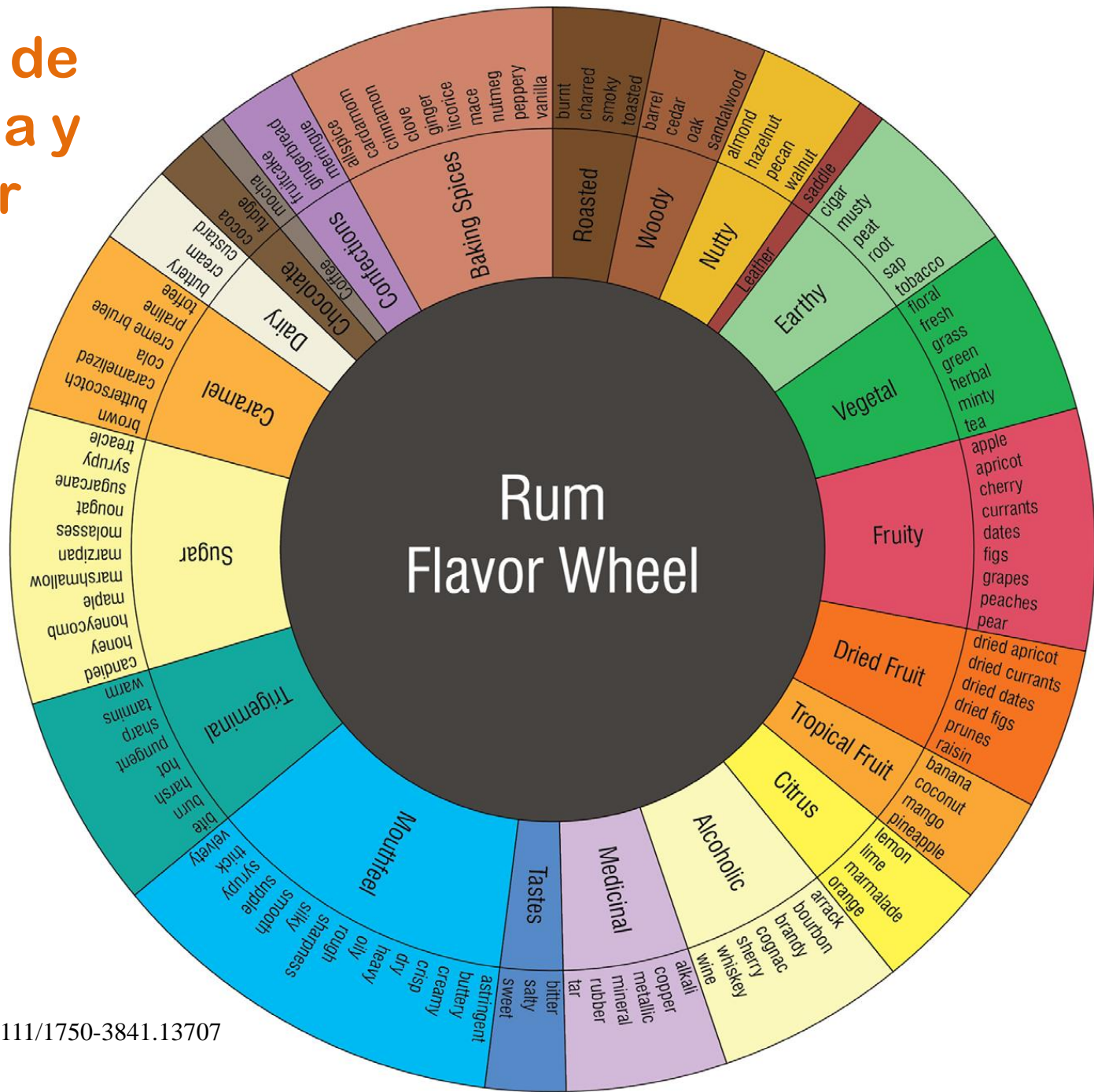
PRESTIGE (> 20 años) LUJO/ RESERVAS MUY ESPECIALES

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(International Wine and Spirit Report)





# Rueda de aroma y sabor



Rueda de sabores



Rueda de sabores





# DIPLOMADO EN CIENCIA Y TECNOLOGÍA DE LAS BEBIDAS ALCOHÓLICAS DESTILADAS: **RON**

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DERECHOS RESERVADOS  
DE SPIRIT AND WINE 2022