

RON COLÓN

RUMRYE 50/50

Ron Colón

SILVER - 88 POINTS, *Bartender Spirits Awards 2023*

BRAND OVERVIEW

Ron Colón was birthed out of an appreciation for the rich history, soil, and culture of El Salvador. Since the 1920s Ingenio La Cabana has been growing and processing sugar cane near the Mayan ruins of Cihuatán, north of San Salvador. In 2004, Cabana built the distillery Licorera Cihuatán, which is overseen by Master Distiller and Blender Gabriella Ayala, and is the source of the Salvadorian rum used in Ron Colón products.

One of Ron Colón's goals is to bridge worlds. With their rum portfolio they connected rum and coffee, bringing together the two finest raw ingredients exported from El Salvador. They continue to innovate, bridging industries and categories to create new flavor experiences.

RUMRYE 50/50 is the next adventure in their portfolio.

During the era of British rule in North America, rum was the most popular spirit in the colonies. But, after the American Revolution, heavy taxes on molasses caused the decline in the rum industry and drove drinkers to locally distilled whiskey. Despite the cold winters and poor soils, rye grew well from Northern Virginia to upstate New York. By the turn of the 19th Century there were thousands of farm distillers in Pennsylvania, Maryland and the surrounding states making rye whiskey. Ron Colón blends these two worlds into RUMRYE.

RUMRYE 50/50 is a split between Ron Colón High Proof Rum and 2017 American Straight 100% Rye Whiskey. This blend showcases the best of both spirits that encompasses the rich, bright, and distinctive spice of a classic rye balanced with the natural sweetness of rum.



BRIDGING WORLDS

The Rockstar of the Rum World

PRODUCT OVERVIEW

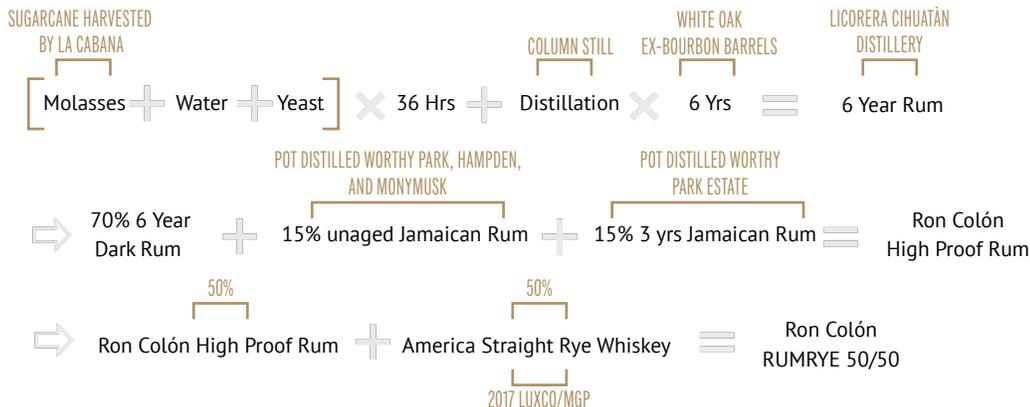
TASTING NOTES

- Tropical fruit with fresh mint and warm honey
- Notes of candied fruit and orange blossom
- Well balanced, with rye spice and rum sweetness
- Dry finish, with notes of citrus and soft mint

SERVING RECOMMENDATIONS

- Highball
- Twist on an Old Fashioned

PRODUCTION PROCESS



50% ALC/VOL
750mL BOTTLE



SKU

DISTRIBUTOR

SALES REPRESENTATIVE

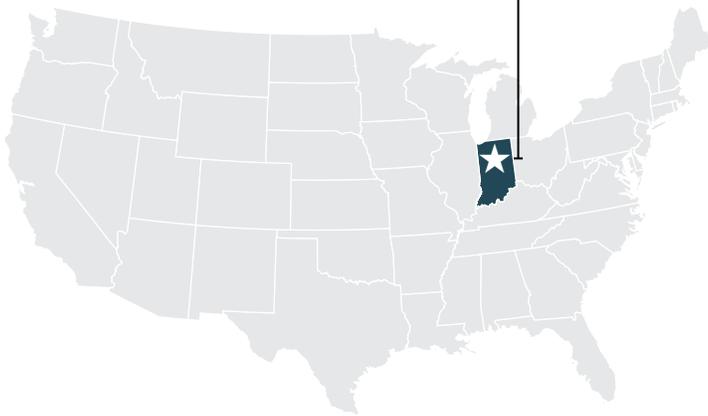
BOTTLE PRICE

CASE PRICE

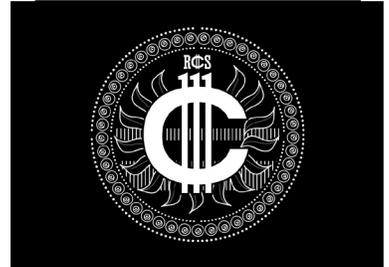
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