

DIPLOMÁTICO

VENEZUELAN RUM

“Venezuelan rums are fast becoming the rum of choice for some Rum connoisseurs world wide, with Diplomatico being at the forefront. The jewel in the crown is the Reserva Exclusiva, with its vanilla, cocoa and toffee aroma and raisins, brown spices with toffee and banana palate. If you love Banoffi pie, then this is the rum for you.” IAN BURRELL



Diplomatico aged rums are produced in Venezuela and are ranked consistently among the finest South American rums. Parent company Destilerias Unidas's rums are made in both column stills and old copper pot stills from a wash of molasses and sugarcane honey, and have achieved huge success and popularity both at home in Venezuela and in leading export markets.

In Spain, Destilerias Unidas's Cacique brand sells over 1 million cases per annum, while the company also supplies the majority of the spirit for the wildly popular Pampero rum. The company's flagship brand, however, is the recently-created Diplomatico range, which represents the ultimate expression of both the skill of the master distiller and the craft of the master blender.

Diplomatico Anejo is a fantastic smooth-sipping medium-weight golden rum, blended from a mix of continuous still and potstill rums aged for approximately four years.

Diplomatico Reserva has a higher proportion of potstill rums aged for approximately eight years. As a result, it is noticeably richer and sweeter than the Anejo, with a delicious silky mouthfeel and exceptional balance.

Diplomatico Reserva Exclusiva is blended almost entirely from potstill rums aged approximately twelve years and takes the brand's characteristic sweet, fruity flavours to an even higher level of concentration and flavour intensity. This is a truly exceptional sipping rum and has proved an instant smash hit with trade and retail customers since its arrival on these shores three years ago.

Diplomatico Blanco is the newest rum in the range. Blended from rums aged 2-6 years old, the colour has been removed using a complex filtration process that adds an incredible silky texture to the finished product. Released late in 2008, this has already won the Masters award in its category at the inaugural Rum Masters Awards held in London by *Spirits Business* magazine.

Below are listed some of the 20+ international awards Diplomatico rums have won since 2007:

Anejo

- Double Gold Medal: San Francisco World Spirits Competition
- Platinum Medal: World Beverage Competition, Florida
- Gold Medal, Best in Class: The Rum Experience, London

Reserva

- Gold Medal: Ministry of Rum Tasting Competition, New Orleans
- Gold Medal: Monde Selection, Brussels
- Silver Medal, Best in Category: International Cane Spirits Festival, Florida
- Silver Medal: San Francisco World Spirits Competition
- Gold Medal, Best in Class: The Rum Experience, London

Reserva Exclusiva

- Master: Gold Rums aged 12 years+, Drinks Business Rum Masters 2009
- Gold Medal: Ministry of Rum Tasting Competition, New Orleans
- Gold Medal, Best in Category: International Rum Festival, Florida (2007 & 2008)

- Silver Medal: Monde Selection, Brussels
- Silver Medal: Concours Mondiale, Brussels
- Silver Medal: San Francisco World Spirits Competition
- Gold Medal: The Rum Experience, London

Blanco

- Master: White Rum Category, Drinks Business Rum Masters 2009

“Venezuela is one of the great rum-producing nations and Diplomatico is recognised as being one of its top distillers. These award-winning rums are soft and sweet with layers of ripe fruits.” DAVE BROOM



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