

#### RON MALTECO. THE STORY.

#### The Story of a Divine Nectar.

Ron Malteco, a unique distillate produced in Panama, is the skillful outcome of Maestros Roneros' ancient art, who have handed down the formula of a superb blend. Fresh cane juice and high-quality yeast, distilled by column still and let ageing on the Panamanian hillsides – all this combined with the choice of the best bourbon barrels ensures a divine nectar.

The legend tells that this was possible thanks to the blessing of the Quetzal bird with its more-than-a-meter-long feathers. Venerated by Pre-Columbian people, it was the inspiration for the myth of the feathered snake in the story of Quetzalcoatl god, who came from the sea to teach people all the skills and knowledge to help them progress in the course of history.

#### Ron Malteco Lucky Charm.

Ron Malteco logo is the stylized image of the resplendent Quetzal bird (or as we friendly call it "Quizzy). "If caged, it would die"... for this reason it has become the symbol of freedom and wealth, due to the Quetzals dying in captivity and the value of their feathers.

What other symbol could suit better our Ron Malteco? When travelling in Central America, Marco Savio, the brand owner, was impressed by the Quetzal bird and all the legends around it, so he chose it as the lucky charm for this rum that reflects both the ancient culture and the modernity of Panama's heart.



#### RON MALTECO. THE OVERVIEW.

The best varieties of sugar cane plantations, exclusive recipes, carefulness during the whole process, fine oak barrels and master blender's expertise ensure an excellent rum as a result of a very meticulous search that has been lasting for years. Thanks to its more on the sweet side taste, Ron Malteco rum can easily capture a broad public, reaching even neophytes.

The wide range of articles, from the youngest to the super premium aged ones, contributes differentiating the market targets. On top of outstanding products and packaging, distributors can count on promotional tools and marketing supports in order to be efficient and effective in gaining market shares year after year. Therefore, let's move forward together!

#### 4 Families

The Reserva
The Selección
The Spice
The Young Rums

Raw Material

Sugar cane juice

**Distillation** 

Column Still

#### 

up to 31 years in ex-bourbon oak barrels

Produced and aged in

Panama

Packing

20 cl, 70 cl, 75 cl, 100 cl









#### RON MALTECO. THE FAMILIES.

#### The Selección. Our Millesimes.



When Nature made sure that in a single year the climate, the sugar cane and the yeasts had reached excellent quality standards, then you get distillates of a level equal to Rum Malteco Selección.

The Rum Malteco Selección collection is the quintessence of Ron Malteco spirit. A strong yet elegant selection of rums made with fresh cane juice and high quality yeast, distilled by column still and let ageing in the finest oak barrels, adhering strictly to Maestros Roneros' ancient recipe.

Rum Malteco Selección is everything anyone is looking for: freedom, adventure, balance and elegance.

Open the bottle and let yourself be carried away to those green, sunny landscapes where the plantations of sugar cane, cocoa, tobacco, coffee and citrus trees grow vigorous. Don't you feel like a little bird flying high over this unspoiled nature?





Distilled in 1980 and bottled in 2017. Amber colour. Intense, penetrating and slightly balsamic, citrus fruit and spicy scents. Great balance and complexity with mint, red fruits, chocolate, tobacco, spices and vanilla notes for a pleasant tannic finishing. Exceptional rum for a limited cask availability.

Distilled in 1986 and bottled in 2016. Amber colour with copper highlights stolen from the Caribbean sun, intense aroma of vanilla, wood, caramel, walnuts, pepper, ripe fruit, leather, sweet biscuits being mixed together for a very luscious palate. Fresh with a slight acidity, well balanced with a good complexity, long and persistent final with a pleasant tannic note and a correct sweetness.





Distilled in 1987 and bottled in 2015. Deep amber colour with golden highlights, rich and complex, elegantly woody and suavely smoky. To the nose, slightly spicy, with notes of candied fruit, sandalwood and leather, burnt caramel. Silky, with a taste of vanilla and chocolate, notes of toffee and red fruit jam, wet tobacco. Very round with a final taste of fruit and citrus, spicy and dried fruit aftertaste. Excellent tasting consistency and continuous evolution in the mouth.

Distilled in 1990 and bottled in 2017. Amber colour. Intense with spices and caramel scents. Ripe fruit, molasses, pine, toasted wood, chestnuts and dates notes perfectly come together for a well balanced and complex selection.





#### Reserva Añeja & Reserva Maya

Blending together different barrels in order to instill a distinctive and sublime character to each single rum is our master blender's skill. The ageing specified on the label indicates the minimum rum ageing.





A distillate created to satisfy those people who wish to join the world of aged Rums. With an intense amber colour, its aroma is dominated by a delicate vanilla fragrance with marked floral notes and wooden accents. With its net, soft taste, it is ideal if tasted neat, excellent if diluted with a splash of pear juice. Thanks to its features, the rich range of its aromas goes perfectly well with the creation of cocktails prepared with cola and fruit juices.

An intense pleasure tailored for those people who want to cuddle themselves and wish to spend a unique moment. How should it be tasted? A small quantity of this rum in a balloon glass is enough. First of all have a look at its deep amber colour against the light, then smell its scent: a balanced aromatic complexity mixed with a fine sugar and cinnamon aroma. Taste it with no hurry in order to fully appreciate its whole aromatic range. And for an ideal match, try 15-year-old Ron Malteco with dark chocolate.

#### Reserva del Fundador & Reserva Rara



Malteco

The excellent result of a distillation, ageing and selection process with no equals. A rum suited for meditation, of limited production, to be strictly tasted neat in a balloon glass. Its bouquet is sweet, balanced, persistent, very round. Its intense aroma is dominated by notes of spices and tobacco, of wood and toasted. It has to be sipped in order to be able to appreciate every nuance. Sublime with a good cigar and small glazed fruits.

Bottled at the peak of its ripening process to ensure its intense flavour, this limited edition rum has a fine round taste and reveals the strength springing from the land it is produced in. Dark amber colour with copper highlights, persistent and sweet but pleasant with notes of herbs, caramel, chocolate and dried fruit, it enhances an overall balance able to satisfy the expectations of each connoisseur and conquering them at first taste.



#### The Young Rums.



#### SECO PURO

### VIEJO DORADO



Light colour with unperceivable glares. Good intensity, fresh and herbal. Clean, slightly sapid, with licorice and almond brittle notes. This white rum reveals good acidity being perfect for implementing the art and science of cocktails and drink recipes. Enjoy it while preparing your best Mojito!

Golden colour as the Caribbean sun, with a genuine and warm aroma as the land it comes from. Vanilla and spices together with floral notes are a real joy for the palate. Ideal in the preparation of the authentic Cuba Libre. Mix it with coke, ice, lime juice and share unforgettable moments with your special friends!



#### The Spice.







highlights. Soft aroma, in the beginning dominated by the sweet spices like vanilla, later showing up notes of cloves. Round body, its long years of ageing are perceivable, with notes of wood and tropical fruits. Rather long finish with final taste of cinnamon.

# Concept

Rum for all the occasions of modern consumption, a versatile and easy-to-understand product for those who want to discover the world of rum in straight consumption or in cocktails.

# Personality

Young, easygoing, joyful, vibrant, colorful, light, modern, attractive, intriguing.



# Target

Specialized stores, Mass market retailers, Horeca.

## Association

Green, hills, forest, nature, quetzal bird, wings, freedom, balance, adventure, party, music.

#### RON MALTECO. POS MATERIAL.



Wall clocks



**Tasting Cards** 



USB Cards (





# Barrel Wood Exhibitors

Ron Malteco 5-bottle display rack is made using the original wood of the barrels where the rum is aged so to give a bit of the Panamanian authenticity and craftsmanship when displayed in shops, bars, pubs, clubs and restaurants. Consumers will then be able to feel and appreciate the emotions coming from the land of origin.



Hats
Posters
Bottle Bags
... and much more

# -RONMalteco SUAVE DE PANAMÁ

Ron Malteco is produced in Panama using the pure juice obtained by squeezing the sugar cane. The distillation takes place following a special, traditional method. The nectar is then poured into rare oak barrels. Ron Malteco is bottled at the peak of its ripening process, so that its intense flavour, its fine round taste, its strength springing from the land it is produced in are kept intact: great values making Ron Malteco one of those rums awarded as the best in the world. The different types of ageing offer a range of aromas being able to satisfy the expectations of each connoisseur, conquering them at first taste.



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