

# Ron Zacapa Centenario®



## **Zacapa: Guatemalan rum aged “above the clouds”**

Zacapa is an ultra-premium blend of Guatemalan rums between six and 23 years old. The product is distilled from the sweetest pressing of sugar cane, called “virgin honey” and served neat or on the rocks.

Zacapa is aged “above the clouds” in the cool air of the Guatemalan Highlands, where evaporation is minimized, while the rum’s aroma, full color and rich flavors are allowed to develop to their full potential. The rum is aged according to the traditional Solera System, a process by which rums with different flavor profiles are blended over time in a series of casks that had previously contained robust Bourbons, delicate Sherries, and fine wines. Each barrel contributes uniquely to the character of the rum until flavors harmonize and aromas achieve maturity.

Zacapa garnered two gold metals in 2007: One at the Beverage Testing Institute’s International Review of Spirits in Chicago; the other, at the International Sugar Cane Spirits Festival in Ybor City, Florida.

Zacapa’s consumer target is sophisticated, well travelled men, ages 29-45, who gravitate to luxury brown spirits such as single malts.

*Purchase at [SouthernWineOnline.com](http://SouthernWineOnline.com)*