

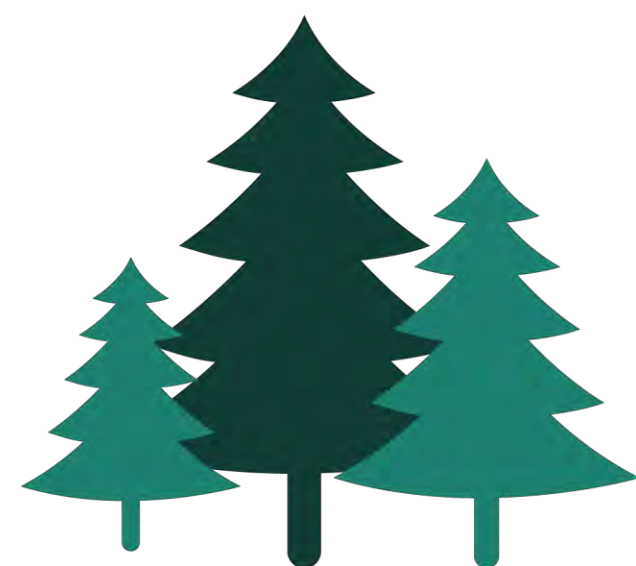
A lush tropical landscape featuring rolling green hills and a dense forest. In the background, a mountain peak is partially shrouded in mist. The foreground is framed by large, vibrant green leaves on the left and a cluster of bright red Bird of Paradise flowers on the right. The overall atmosphere is serene and natural.

RON CENTENARIO.[®] COSTA RICA'S RUM

ABOUT COSTA RICA



5,154,000
inhabitants

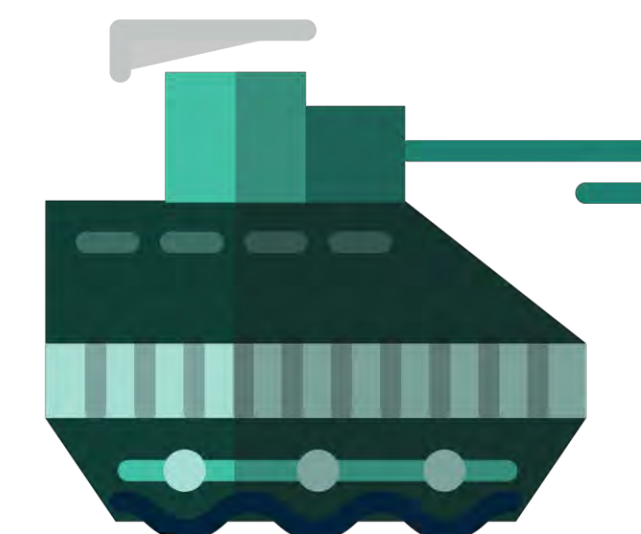


We have 5%
of the world's biodiversity



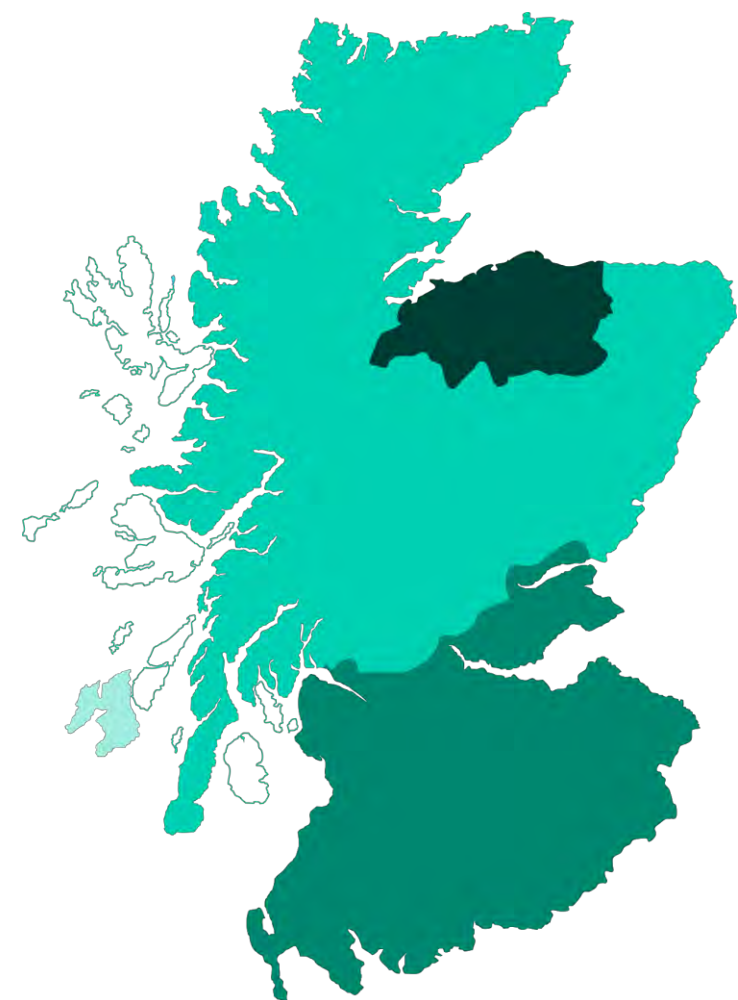
Third city in the world
to have electricity:

On August 9, 1884, at nightfall, the Josefino settlers were filled with amazement when they saw the city illuminated by 25 electric light bulbs. San José thus became the third city in the world to be illuminated, after New York and Paris.



In 1948 the army was abolished

HISTORY OF RON CENTENARIO



1979

Oak barrels with Scottish malts arrive in our country.



1981

In September 1981, the first barrel was filled with Ron Centenario.



1985

Our first rum is born.



1994

Almost a decade after the birth of the first Costa Rican rum, we proudly created Centenario Conmemorativo.



2004

On the horizon of rum, we still had a lot to conquer. That is why we created Centenario Blanco, Centenario Añejo Especial 7 and Conmemorativo 9.



2007

Our first exports were of 2 of the most iconic products of our family: Ron Centenario Fundación 20 and Ron Centenario Añejo Especial 7. Both brought the flavor of Costa Rica to the United States and Germany.



2011

Our greatest products are born: Ron Centenario 30 Limited Edition and the jewel of our rums: Centenario Real in 2015. We won the awards for the best rum in the world and the best distillate in the world.

RON
CENTENARIO.
COSTA RICA'S RUM



FROM 2017 TO
THE PRESENT

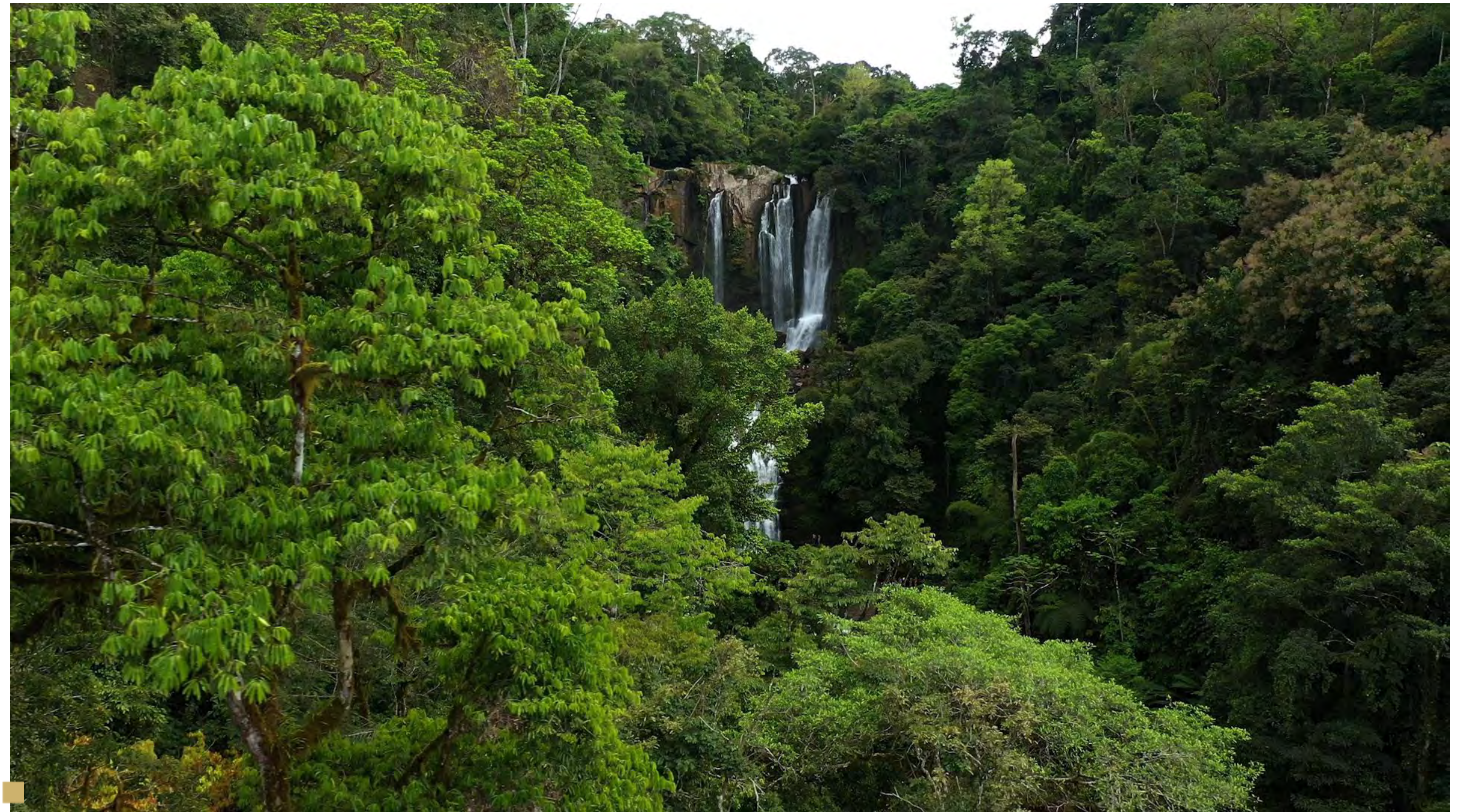
We wanted to show the world how the best rum is made in the best way. That is why we decided to renew our image: We changed the bottles, the logo, and the labels.

Our sustainability and social growth campaigns have positioned us as one of the leading brands in environmental and social projects.

Our seal and reason for being is born: Aged by nature, showing the world how the tasting notes of our rums come to life with the help of nature.

Our Paradise

Our Secret



NUESTRA MAESTRA RONERA

SUSANA MASIS

- Famous in the rum world
- Bird lover
- Chemical Engineering
- Operations Manager
- Hard Rock Cafe fan (collects t shirts from all restaurants)
- Just turned 31 years working for Centenario Internacional



YOUR GUIDE TO PARADISE

MIGUEL SEQUEIRA

- Global Brand Ambassador
- Graduated from the European Bartender School
- Former Bar Owner
- Costa Rica's Bartender of the Year 2019
- Rum and Tiki Lover

RON
CENTENARIO.
COSTA RICA'S RUM



PRODUCTION PROCESS

RON
CENTENARIO.
COSTA RICA'S RUM

Proceso de destilación / Distillation process



MELAZA Y JUGO DE AZÚCAR
Molasses and sugar juice

**LA FERMENTACIÓN Y DESTILACIÓN
SON MONOPOLIO DEL ESTADO**

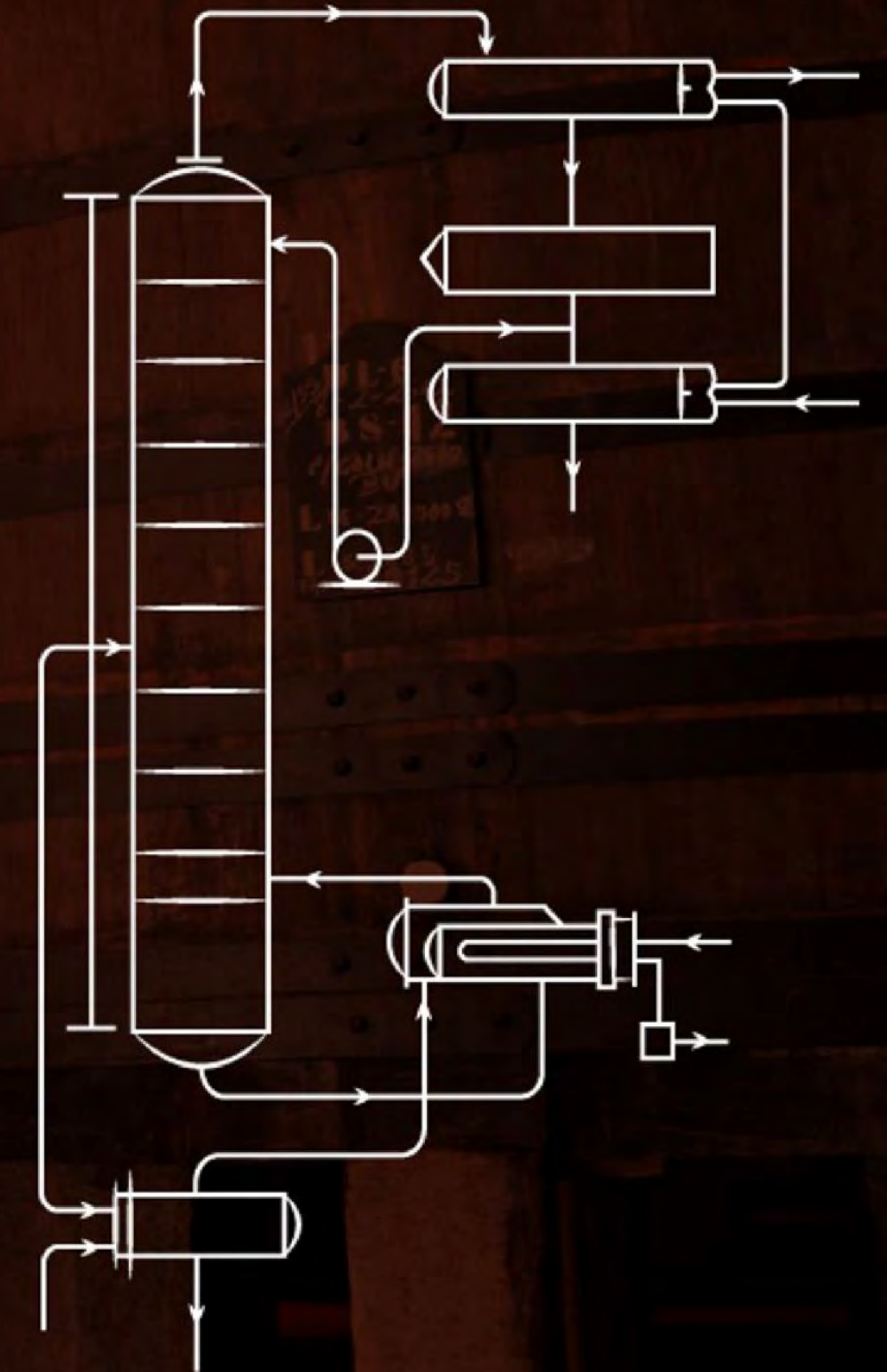
The distillation process is a monopoly
of the state / government

ALAMBIQUE
Pot Still



RON CRUDO 80% VOL.
Raw rum 80% vol

DESTILACIÓN FRACCIONADA
Fractional distillation



ALCOHOL 96% VOL.
Alcohol 96% Vol.



Before introducing the light and heavy rums in the aging cask, these rums are diluted in demineralized water and the alcohol content is lowered to approximately 55% or 60% vol alcohol.

The demineralization of water is carried out by means of "Reverse Osmosis".



THE ORIGIN OF OUR BARRELS



Fruity, nuts and spices



Fruit and
floral trees



Fresh,
herbal and
malty notes

Turbosos, smoked
And marine





Aging

Our aging warehouse is located in [Curridabat, San José](#). Surrounded by a forest that is home to more than 33 species of birds and by [two rivers](#) that make up an inter-urban biological corridor that maintains an optimal level of temperature and humidity throughout the year.



TRADITIONAL AGING PROCESS

Centenario Internacional is the only private company with a aging warehouse in Costa Rica. The aging process takes place in a natural way.

The facilities are surrounded by two rivers, animals and lush trees. Costa Rica, with its privileged climate of temperature and humidity helps to have an ideal environment for this slow aging process.

This is the reason why we say that our rums are "Aged by nature".



TRADITIONAL AGING PROCESS



CONTINUOS BARREL AGING PROCESS





Blending and Filtering

Our entire production process complies with good manufacturing practices, stainless steel tanks, hoses approved for the food industry, certified and metrologically calibrated equipment.

The production and filtering of our products is done with highly trained personnel and with filtration equipment that allows us to eliminate particles in various stages of the process, up to cold filtration to eliminate specific components that appear as barrel extractions in the aging process.



RON CENTENARIO®

COSTA RICA'S RUM

OUR PRODUCTS



CELEBRATE WITH THE ONLY RUM
AGED BY NATURE

DEVELOP YOUR PALATE

BASIC FLAVOURS

3. THE FOUR BASIC FLAVOURS + UMAMI

SOUR

Sourness is a taste that detects acidity. These taste buds detect hydrogen ions from organic acids found in foods. The mouth-puckering sensation is common in citric fruits such as lemons and oranges.

SWEET

Sweetness plays an essential role in our palate, although it requires a larger quantity to be registered, in comparison to salty, sour or bitter. Sweetness creates “roundness” and works very well with bitter and sour components.

SALTY

The most straightforward taste receptor in the mouth is the sodium chloride receptor. Salt is a necessary component of the human diet. It is a great flavour enhancer and plays a leading role in savoury drinks by amplifying some of its sweet components.



BITTER

Bitter is the most sensitive of the five tastes. A large number of bitter compounds are known to be toxic, which is why many perceive bitter flavours to be unpleasant. It is in our core survival as humans to recognize even the smallest amounts. Hundreds of substances, mostly found in plants, taste bitter. This can be traced back to our hunter-gatherer DNA where the Homo Sapiens species was still figuring out which foods were poison and which were safe to eat. Usually something bitter would mean that it was harmful to our system.

UMAMI

Umami is the most recently discovered “fifth taste”, the origin of this concept dates to the early 20th century, and it was discovered by the Japanese chemist Kikunae Ikeda. Ikeda’s research had the purpose of finding the origin of the dominant flavour of dashi, a staple in Japanese cuisine. He concluded that the reason for this taste was the presence of glutamic acid in a variety of seaweed used in the recipe, and named its taste Umami, from the Japanese word Umai; Umami translates roughly to “deliciousness”. Molecular compounds in glutamic acid - glutamate - bind to specific tongue receptors and makes the magic happen - a deep, dark, intense taste such as soy sauce, Parmesan cheese, ripe tomatoes, or mushrooms hit the back of your throat and leaves you craving for more, creating an appetitive taste.



RON CENTENARIO 7 PROVINCIAS AÑEJO ESPECIAL

Ron Centenario 7 Provinces Añejo Especial represents the culture and traditions of the 7 provinces of Costa Rica, San José, Alajuela, Cartago, Heredia, Guanacaste, Puntarenas and Limón. Aged in white oak American barrels that used to have Scotch whisky is the rum with which our history begun. Its perfect balance between fruity flavor and wood make Ron Centenario 7 Provinces a tribute to the best rum of Costa Rica.

ABV

35% Costa Rica | 40% International

AROMA

Pleasant aromas of honey, red apple, and notes of wood.

COLOR

Gold.

FLAVOR

Slightly sweet, woody, fruity flavors and a long aftertaste.

AGING

Traditional process.

RON CENTENARIO 7 PROVINCIAS AÑEJO ESPECIAL



DOUBLE GOLD MEDAL

WSWA COMPETITION
ORLANDO FLORIDA
APRIL 18-21, 2017



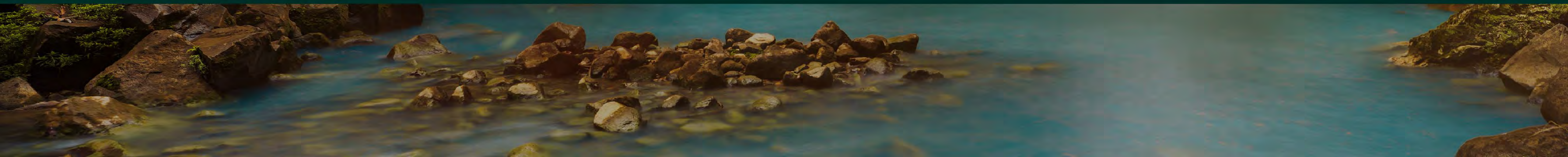
SILVER MEDAL

SAN FRANCISCO WORLD
SPIRITS COMPETITION
APRIL 2019



SILVER MEDAL

ESPAÑA INTERNATIONAL
RUM CONFERENCE
2014





RON CENTENARIO 9 GRADOS CONMEMORATIVO

Ron Centenario 9 Degrees Conmemorativo is a tribute to the location of the rum aging warehouse in Costa Rica, home of Ron Centenario, this location is surrounded by a inter-urban biological corridor with great biodiversity, where species of flora and fauna coexist, with the ideal climate for aging the best rum in Costa Rica, achieving rums with citrus and caramel notes.

ABV

40%

AROMA

Wood, spices, citrus, and caramel notes stand out. Vanilla is also perceived.

COLOR

Dark gold.

FLAVOR

Caramel notes intertwine perfectly with citrus notes, spices, and wood, making them soft and pleasant.

AGING

Traditional process.

RON CENTENARIO 9 GRADOS CONMEMORATIVO



SILVERMEDAL

WSWA COMPETITION,
ORLANDO FORIDA
APRIL 18-21, 2017



SILVERMEDAL

MIAMI INTERNATIONAL
CANE SPIRITS
2007



SILVERMEDAL

ALEMANIA INTERNATIONAL
SPIRITUOSEN WETTBEWERB
2012



GOLDMEDAL

SPAIN CONGRESO INTERNACIONAL
DEL RON MADRID
2016





RON CENTENARIO 12 SECRETOS GRAN LEGADO

Ron Centenario 12 Secrets Gran Legado is aged in white oak American barrels that first contained Scotch whisky; it represents the best of our traditional aging process.

It has a balanced sweetness, where vanilla stands out with a unique bouquet. Strong notes of red fruits and a balanced body, activates all of our senses for a perfect tasting. A rum to enjoy alone or on the rocks

ABV

35% Costa Rica | 40% International

AROMA

Pleasant aroma of ripe red fruits and wood.

COLOR

Light amber.

FLAVOR

Slightly sweet with predominant notes of vanilla, ripe red fruits, a pleasant presence of wood, and a balanced body, with a long lingering on the palate.

AGING

Traditional process.

RON CENTENARIO 12 SECRETOS GRAN LEGADO

SILVERMEDAL

ALEMANIA INTERNATIONALER
SPIRITUOSEN WETTBEWERB
2012



DOUBLEGOLDMEDAL

TOKYO WHISKY & SPIRITS
COMPETITION 2022



SILVERMEDAL

ALEMANIA GERMAN
RUM FEST
2012



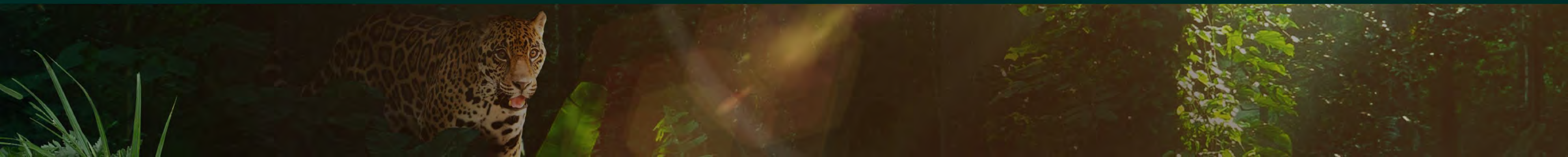
SILVERMEDAL

TOKYO WHISKY & SPIRITS
COMPETITION 2023



DOUBLE GOLD MEDAL

ESPAÑA INTERNATIONAL
RUM CONFERENCE
2014



RON CENTENARIO

20 ANIVERSARIO FUNDACIÓN

This rum was created in 2005 to celebrate the **twentieth anniversary of our brand**. Aged under the continuous aging barrel process in white oak American barrels that used to have Scotch whisky, with rums from 6 to 20 years old, making it the most awarded rum of the Ron Centenario Family. Its smoothness and elegance stand out notes of oak, red fruits, citrus and a subtle vanilla.

• ABV

40%

• AROMA

A unique characteristic of the products of the Ron Centenario Premium line: is the retronasal effect, which means that just by smelling it, we taste it, and we begin this wonderful sensory journey. Very fruity, with subtle vanilla and wood.

• COLOR

Amber.

• FLAVOR

Soft, delicate, subtle vanilla, woody and citrus notes.

• AGING

Continuous barrel aging process.



RON CENTENARIO 20 ANIVERSARIO FUNDACIÓN

DOUBLE GOLD MEDAL & BEST OF SHOW MEDAL

WSWA COMPETITION,
ORLANDO FLORIDA
APRIL 18-21, 2017



GOLD MEDAL

MIAMI RUM RENAISSANCE FESTIVAL
APRIL 22-23, 2017



GOLD MEDAL

FIFTY BEST, NEW YORK
APRIL 26, 2017



GROSSES GOLD MEDAL

INTERNATIONALER
SPIRITUOSEN WETTBEWERB
2015



GOLD MEDAL 2016

SPAIN CONGRESO
INTERNACIONAL DEL RON
MADRID, 2016



SILVER MEDAL 2022

TOKYO WHISKY & SPIRITS COMPETITION



RON CENTENARIO 20 ANIVERSARIO FUNDACIÓN

GOLDMEDAL

ESPAÑA INTERNATIONAL
RUM CONFERENCE
2014



GOLDMEDAL

GOLD MEDAL ALEMANIA
GERMAN RUM FEST
2013



GOLDMEDAL

MIAMI INTERNATIONAL
RUM EXPERT PANEL
2013



GOLDMEDAL

ALEMANIA INTERNATIONALER
SPIRITUOSEN WETTBEWERB
2009



SILVERMEDAL

ESPAÑA INTERNATIONAL
RUM CONFERENCE
2012



RON CENTENARIO 20 ANIVERSARIO FUNDACIÓN

SILVERMEDAL

ALEMANIA INTERNATIONALER
SPIRITUOSEN WETTBEWERB
2011



BRONZEMEDAL2018

SOLERA CATEGORY
GERMAN RUM FEST
ALEMANIA, 2018



SILVERMEDAL

MIAMI INTERNATIONAL
CANE SPIRITS
2007



BRONZEMEDAL

CONGRESO DEL RON
MADRID 2018



BRONZEMEDAL

SOLERA CATEGORY
GERMAN RUM FEST
ALEMANIA, 2018



BRONZEMEDAL2016

SAN FRANCISCO WORLD
SPIRITS COMPETITION
2016





RON CENTENARIO 25 ANIVERSARIO GRAN RESERVA

Ron Centenario 25 Aniversario Gran Reserva is created with selected rums from 6 and up to 25 years, under our continuous aging barrel process in white oak American barrels that used to have Scotch whisky. Wood, green fruits and spicy notes are perceived in this rum. This product is dry on the palate with a long permanence in mouth.

• ABV

40%

• AROMA

With a unique characteristic of the Ron Centenario Premium line products: is the retronasal effect, which means that just by smelling it, we taste it, and we begin this wonderful sensory journey. Species, green fruits such as apples and wood stand out.

• COLOR

Amber.

• FLAVOR

Wood stands out, slightly sweet, with perfect harmony between green fruits and spicy notes. A characteristic that distinguishes it is that it is dry on the palate.

• AGING

Continuous barrel aging process.

RON CENTENARIO 25 ANIVERSARIO GRAN RESERVA

DOUBLEGOLDMEDAL

WSWA COMPETITION,
ORLANDO FORIDA
APRIL 18-21, 2017



DOUBLEGOLDMEDAL

ESPAÑA INTERNATIONAL
RUM CONFERENCE
2015



GOLDMEDAL

FIFTY BEST, NEW YORK
APRIL 26, 2017



GOLDMEDAL

MIAMI RUM RENAISSANCE FESTIVAL
APRIL 22-23, 2017



GOLDMEDAL

ALEMANIA INTERNATIONALER
SPIRITUOSEN WETTBEWERB
2011



SILVERMEDAL

SPAIN INTERNATIONAL
RUM CONFERENCE
2012



GOLDMEDAL

ALEMANIA GERMAN
RUM FEST
2012



RON CENTENARIO 25 ANIVERSARIO GRAN RESERVA

GOLDMEDAL

ALEMANIA INTERNATIONALER
SPIRITUOSEN WETTBEWERB
2013



BRONZEMEDAL

SAN FRANCISCO WORLD
SPIRITIS COMPETITION
2016



GOLDMEDAL

ALEMANIA GERMAN
RUM FEST
2013



GOLDMEDAL

SPAIN CONGRESO
INTERNACIONAL DEL RON
MADRID, 2016



SILVERMEDAL

CONGRESO DEL RON
MADRID 2018



SILVERMEDAL

SOLERA CATEGORY
GERMAN RUM FEST
ALEMANIA, 2018



GOLDMEDAL

ALEMANIA INTERNATIONALER
SPIRITUOSEN WETTBEWERB
2015



SILVERMEDAL

SOLERA CATEGORY
GERMAN RUM AWARDS
ALEMANIA, 2022





RON CENTENARIO 30 ANIVERSARIO

EDICIÓN LIMITADA

Developed in 2011 as a wonderful project to commemorate the 30th anniversary of our limited-edition rums. Aged under the continuous barrel aging process in white oak American barrels that used to have Scotch Whisky. With rums from 8 to 30 years old, with a slow, natural aging perfected by nature, **Ron Centenario 30 Aniversario** is a bold, creamy and very silky rum. With great bouquet and long permanence in the mouth. It has highlights of ripe red fruits, oak and dark chocolate.

ABV

40%

AROMA

With a unique characteristic of the Ron Centenario Premium line products: is the retronasal effect, which means that just by smelling it, we taste it, and we begin this wonderful sensory journey. Wood, ripe red fruits, and dark chocolate stand out.

COLOR

Dark amber.

FLAVOR

Creamy and very silky, with a great bouquet, long lingering on the palate, fruity, and with notes of chocolate.

AGING

Continuous barrel aging process.

RON CENTENARIO 30 ANIVERSARIO

EDICIÓN LIMITADA



RUM OF THE YEAR

CONGRESO INTERNACIONAL
DEL RON MADRID
2016



DOUBLE GOLD MEDAL & BEST OF SHOW MEDAL

WSWA COMPETITION,
ORLANDO FLORIDA
APRIL 18-21, 2017



RUM OF THE YEAR

ALEMANIA INTERNATIONALER
SPIRITUOSEN WETTBEWERB
2014



DOUBLE GOLD MEDAL

CONGRESO INTERNACIONAL
DEL RON MADRID
2016



SPIRIT OF THE YEAR

ALEMANIA INTERNATIONALER
SPIRITUOSEN WETTBEWERB
2011



GOLD MEDAL

CONGRESO DEL RON
MADRID 2018



RON CENTENARIO 30 ANIVERSARIO EDICIÓN LIMITADA

GROSSESGOLDMEDAL

ALEMANIA INTERNATIONALER
SPIRITUOSEN WETTBEWERB

2014



GROSSESGOLDMEDAL

ALEMANIA INTERNATIONALER
SPIRITUOSEN WETTBEWERB

2011



SILVERMEDAL

SAN FRANCISCO
WORLD SPIRITS COMPETITION

2016



SILVERMEDAL

ESPAÑA INTERNATIONAL
RUM CONFERENCE

2014



SILVERMEDAL

ALEMANIA GERMAN
RUM FEST

2012



DOUBLEGOLDMEDAL

TOKYO WHISKY & SPIRITS
COMPETITION 2023



MIXOLOGY / PERFECT SERVES





RON
CENTENARIO.
COSTA RICA'S RUM

RON CENTENARIO. 7 PROVINCIAS

No More Prohibition

METHOD: MUDDLE, BUILD AND STIR | GLASS: ROCKS

ICE: CUBED | LEVEL OF DIFFICULTY: MEDIUM

INGREDIENTS

60 ml

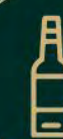
Ron Centenario
Añejo Especial

1

Cube of
Demerara sugar

1

Bar spoon
of Falernum



Fill with
Apple Juice

GARNISH: APPLE FAN



RON CENTENARIO. 5 VOLCANES ACTIVOS

Ron Tonic frutos Rojos

METHOD: MUDDLE, BUILD AND STIR | GLASS: BALLOON

ICE: CUBED | LEVEL OF DIFFICULTY: LOW

INGREDIENTS

45 ml

Ron Centenario
Añejo Selecto

10 ml

Agave
Syrup

3

Blackberries

1

Strawberry

1

Raspberry

150 ml

Tonic Water

GARNISH: SKEWED RED FRUITS





RON
CENTENARIO.
COSTA RICA'S RUM

RON CENTENARIO® 12 SECRETOS

Smoked Rum Fashioned

METHOD: BUILD AND SMOKED (TOP SMOKER) | GLASS: ROCKS
ICE: BIG ROCK | LEVEL OF DIFFICULTY: MEDIUM

INGREDIENTS

60 ml

Ron Centenario
Gran Legado

20 ml

Rich Demerara
Syrup (2:1)

3

Dash of
Angostura Bitters



Smoked with
"Coffee & Grounds"

RON CENTENARIO® 9 GRADOS

Daiquiri's Knees

METHOD: SHAKE AND FINE STRAIN | GLASS: CHILL COUPE
ICE: CUBED | LEVEL OF DIFFICULTY: MEDIUM

INGREDIENTS

60 ml

Ron Centenario
Commemorativo

30 ml

Honey Syrup with
Lemonhgrass
(homemade) (2:1)*

30 ml

Lime
Juice

GARNISH: LIME PEEL





RON
CENTENARIO.
COSTA RICA'S RUM

RON CENTENARIO. 25 ANIVERSARIO

New Dark & Stormy

METHOD: SHAKE AND STRAIN/BUILD AND STIR
GLASS: HIGHBALL | ICE: CUBED | LEVEL OF DIFFICULTY: MEDIUM

INGREDIENTS

45 ml

Ron Centenario
25 Gran Reserva

15 ml

Rosemary
Syrup*

15 ml

Lime Juice



Fill with
Ginger Beer

GARNISH: LEMON SLICES



RON CENTENARIO. 20 ANIVERSARIO

Centenario Mai Tai

METHOD: SHAKE AND STRAIN | GLASS: ROCKS
ICE: CRUSHED | LEVEL OF DIFFICULTY: MEDIUM

INGREDIENTS

45 ml

Ron Centenario
20 Fundación

7,5 ml

London
Dry Gin

15 ml

Grand
Marnier

30 ml

Orgeat Syrup

22,5 ml

Lime Juice

7,5 ml

Simple Syrup

3

Dash of
Cocoa Bitter

GARNISH: PEPPERMINT SPRING





RON CENTENARIO. 30 ANIVERSARIO

El Conocedor

METHOD: BUILD AND STIR | GLASS: ROCKS | ICE: CUBED

LEVEL OF DIFFICULTY: LOW

INGREDIENTS

60 ml

Ron Centenario
30 Edición Limitada

1

Dash of
Cocoa Bitters

1

Splash of premium
Tonic Water

GARNISH: SKEWED RED FRUITS



INGREDIENTS:



Lemongrass



Water



Honey

PREPARATION

HONEY BEE AND LEMONGRASS SYRUP



In a pot at a low temperature, prepare an infusion of lemongrass in water until it is palpable that the water has absorbed much of the flavor and aroma of the lemongrass.



If you have a "**Sous Vide**" available, you can make the infusion at a temperature of **60 degrees Celsius for a period of 2 hours**.



Once you have the infusion ready, you must mix using the warm temperature of the infused water, **300 ml of honey with 150 ml of infused water, until you create a uniform mixture**.

INGREDIENTS:



Rosemary



Water



Sugar

PREPARATION

ROSEMARY SYRUP



In a pot at a low temperature, prepare an infusion of rosemary in water until it is palpable that the water has absorbed much of the flavor and aroma of the rosemary.



If you have a "**Sous Vide**" available, you can make the infusion at a temperature of **70 degrees Celsius for a period of 2 hours**.



Once you have the infusion ready, you must mix using the warm temperature of the infused water, **300 grams of refined sugar with 300 ml of infused water, until you create a uniform mixture**.

Tastings and Pairings

Ron Centenario 20: **70% Cocoa
Chocolate with Orange Zest.**



Ron Centenario 30: **80% Cocoa
chocolate with raspberry filling.**

Ron Centenario 25: **75% Cocoa
chocolate with ginger filling.**

THANK YOU

