

# Venezuelan Rum: What makes it unique?

Elizabeth Yabrody I.  
CSS, CSW, Sommelier



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## Venezuelan Rum | What makes it unique?



- Location
- History
- Regions
- Production
- Regulation
- What makes Venezuelan rums unique



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## Venezuelan Rum | Location



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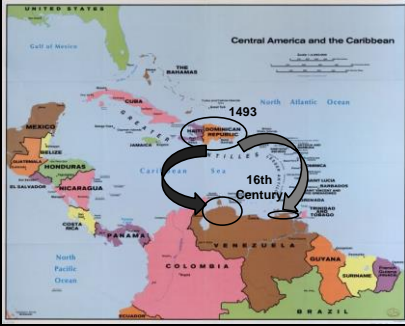
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### Venezuelan Rum | Location



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### Venezuelan Rum | History



- Sugarcane establishment
- First it was the "aguardiente", then it was the rum...
- Sugarcane was the first agricultural product to be industrialized
- Why is Venezuela not commonly mentioned in the history of rum?



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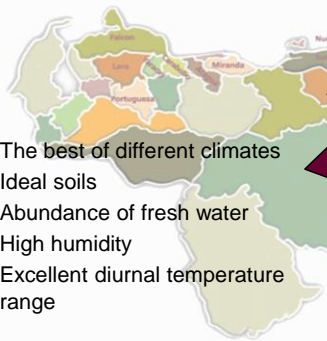
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### Venezuelan Rum | Regions



- The best of different climates
- Ideal soils
- Abundance of fresh water
- High humidity
- Excellent diurnal temperature range



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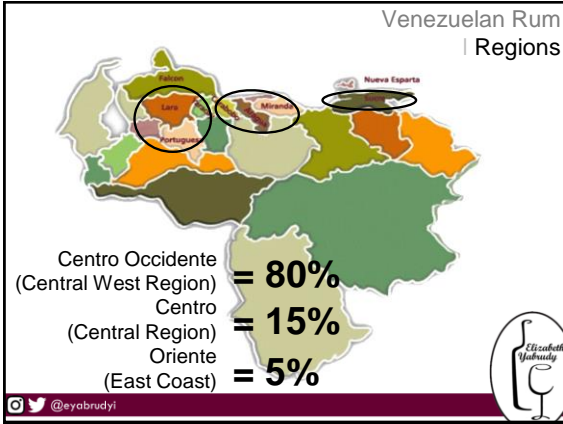
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Venezuelan Rum  
| Central West Region

Destilerias Unidas (DUSA)



dusa.com.ve



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Venezuelan Rum  
| Central West Region



- Fruity character in the nose
- Sweet palate
- Charming, complex and smooth



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Venezuelan Rum  
| Central Region

Hacienda Santa Teresa



ronsantateresa.com



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Venezuelan Rum  
| Central Region

Complejo Industrial  
Licorero del Centro



ponchicrema.com



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Venezuelan Rum  
| Central Region



Complejo Industrial  
Licorero del Centro

ponchicrema.com



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Venezuelan Rum  
| Central Region



- Woody character
- Sweet palate
- Balanced and complex



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Venezuelan Rum  
North Coast




Destilería Carúpano  
roncarupano.com



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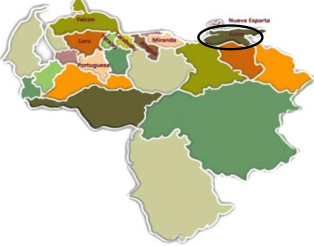
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Venezuelan Rum  
North Coast



- Mineral character
- "Salty" palate
- Light/Medium body
- Elegant and different



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Venezuelan Rum  
Production - Harvest



- High quality sugarcane
- Excellent growing conditions
- Manual or mechanical harvest
- Transported in less than 24 hours



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Venezuelan Rum  
I Production - Raw Material



- High quality molasses (Grade A or B)



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Venezuelan Rum  
I Production - Fermentation



- Diluted with local fresh water (spring /deep well)
- *Saccharomyces cerevisiae* (proprietary cultured yeast)



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Venezuelan Rum  
I Production - Distillation



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Venezuelan Rum  
I Production - Aging

*"Rum is alive while in the barrel. During the day it exhales. At night, when temperature cools, air enters through the pores of the wood and the oxidation process takes place. This is what gives rum its magic."*

Nestor Ortega, Rum Master, Ron Santa Teresa



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Venezuelan Rum  
I Production - Blending



*"The key of the blend is that the final harmony is better than every single piece by itself"*

Tito Cordero, Rum Master, Ron Diplomático



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Venezuelan Rum  
I Regulation

**1954**  
Ley Orgánica de la Renta de Licores

**1985**  
Ley de Impuestos sobre Alcohol y Especies Alcohólicas

**1993**  
Norma Covenin 3040-93

**2003**  
DOC content is approved

**2002**  
Request for the DOC qualification



Cámara Venezolana de Normas Industriales



Servicio Autónomo de Propiedad Intelectual



Cámara de la Industria Venezolana De Especies Alcohólicas



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Venezuelan Rum  
I Regulation



RON DE VENEZUELA  
D.O.C



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Venezuelan Rum  
I Regulation



- Raw material produced in Venezuela
- Fermentation no later than 24-hour from harvest
- Only natural sweeteners allowed
- Alcohol must be diluted to 120 proof before entering the barrel
- Type of barrel: American oak (minimum size: 150 liters)
- Minimum Aging: 2 years



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Venezuelan Rum  
I Regulation



- Evaporative loss reposition prohibited
- Coloring additive permitted: caramel only
- Natural ingredients could be added
- ABV for bottling: Minimum 40% / Maximum: 50%
- Age statement: youngest in the blend
- Three categories



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# Thank you!

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