BARCELÓ
RON DOMINICANO
HISTORY

The history of Barceló Rum started in 1930 with a young man’s dream. Born in Mallorca, Spain, Julián Barceló arrived in the Dominican Republic and founded Barceló.

It did not take long for Barceló Rum to become an essential part of life among the local population. Today, Barceló Rum is the Dominican Republic’s #1 exported rum brand and the #1 exported dark rum brand in the world, according to the IWSR database. It is sold in more than 70 countries where it is recognized as the leading premium rum from the Dominican Republic.

CARBON NEUTRAL

Conscious of growing climate change, Barceló employs several measures to reduce its emissions. This includes using renewable energy (solar and biomass), as well as the reusing and recycling of manufacturing waste. More specifically, Barceló uses the bagasse (residual cane pulp after the juice has been extracted) to help power the distillery, while the organic waste called vinasse fertilizes the sugar cane fields.

Unreducible emissions are neutralized through a global offsetting program that is registered and certified within the framework of the Clean Development Mechanism and the Verified Carbon Standard. This is made possible by the assignment of carbon credits from several global projects. By offsetting their emissions, Barceló Rum promotes environmental protection through the use of clean technologies in other regions worldwide.

As a result of these environmentally friendly practices, Barceló Rum proudly became the first rum in the world to obtain Carbon Neutral Status under the Bilan Carbone® License.

SUPERIOR QUALITY

Barceló Rum is uniquely different from other Dominican rums because it is made from the fermented juice of sugar cane and not from molasses. The result is a smoother, more well-rounded taste that showcases more of the actual characteristics of the sugar cane.

Additionally, the sugar cane that is the source for Barceló Rum is estate grown in the Dominican Republic (versus other rum producers who source sugar cane or molasses from third party suppliers). This commitment to quality ensures that only the best and most brilliant sugar cane goes into Barceló Rum.
Each year since first introduced more than thirty years ago, private reserves of Barceló Imperial have been set aside for additional aging.

In casks made from selected cuts of white oak that were previously used for the aging of highly prestigious Bordeaux wines, these reserves were aged for an additional two years.

An ultra-premium sipping rum that was bestowed a Superlative 97 out of 100 rating by the Beverage Testing Institute in 2012 and a Double Gold Medal at the 2013 San Francisco World Spirits Competition.

A rich blend of rums aged for 10 years in ex-bourbon casks with a “heavy char” grade (other premium rums are aged in casks containing a “medium-light char” grade).

Filtered through onyx stones, which give Barceló Imperial Onyx the mysticism that characterizes this rum of unprecedented intensity.

A super-premium sipping rum that is best enjoyed straight-up or over ice so as to fully appreciate its exceptionally robust taste.

A blend of rums, aged in ex-bourbon casks, ranging in age up to 10 years.

A full-bodied rum with hints of toffee, roasted nut, spice and vanilla.

Twice chosen “The Best Rum in the World” by the Beverage Testing Institute. It is the first rum to achieve the rating of 97 out of 100.

A super-premium sipping rum that is ideal for consuming straight or on-the-rocks.

A blend of rums, aged in ex-bourbon casks, ranging in age up to 6 years.

A rich, golden amber colored rum with notes of sweet spice, mocha, toffee and coffee bean.

Awarded a gold medal at the International Rum Festival.

Can be consumed straight or on-the-rocks or mixed in premium cocktails that are made with only the best and freshest ingredients.

A blend of rums, aged in ex-bourbon casks, ranging in age up to 6 years.

A rich blend of rums patiently aged in ex-bourbon casks for up to 4 years.

Golden, amber color. Woody aromas of butterscotch and toffee with flavors of vanilla bean, caramel and mild spices.

Ideal for consuming in premium cocktails.

Añejo is the best selling type within the Barceló portfolio, representing 45% of total sales.

A blend of rums ranging in age up to 2 years, 12 months longer than the 1 year minimum required by Dominican law.

Barceló Dorado Añejado possesses a brilliant, golden amber color. A smooth rum, exquisite in aroma and taste.

This outstanding rum has received numerous accolades including gold medals at the International Rum Festival and Rum Fest.

Mixes perfectly with cola or with any mixer of your choice.

A blend of rums ranging in age up to 2 years, 12 months longer than the 1 year minimum required by Dominican law.

A smooth and light spirit. Crisp and crystal clear.

“A tasty, easy going white rum” according to the Beverage Testing Institute of Chicago.

A most mixable rum, Barceló Blanco Añejado is perfect in tropical drinks such as piña coladas or frozen daiquiris or mixed with juices or diet cola.
<table>
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<tr>
<th>Item Description</th>
<th>Proof</th>
<th>Size</th>
<th>Bottles Per Case</th>
<th>Case Weight (lbs)</th>
<th>Case Dimensions (L x W x H)</th>
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