



Boutique distillery. Unique rums



ISLA Ñ RUM

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Isla Ñ Rum

Boutique distillery



Isla Ñ Rum, a premium rum line in four presentations

- Isla Ñ White Rum
- Isla Ñ Lemon Rum
- Isla Ñ Coconut Rum
- Isla Ñ Gold Rum



Outperforming some of the world's best rums

Bar & Drinks Magazine rated and reviewed*:

Brand	Origin	Score
Isla Ñ Rum	Argentina	86
Havana Club	Cuba	85
Appleton	Jamaica	84
Don Q	Puerto Rico	81
Negrita	Martinique	80
Lamb's	UK	73
Bacardi	Puerto Rico	73
J Bally	Martinique	71

* Bar & Drinks n° 27, dec. 2006



Outperforming some of the world's best rums

US Spirits Review*:

	Origin	Total score	Value score
Isla Ñ White Rum & Isla Ñ Gold Rum	Argentina	8	9
Mount Gay Eclipse	Barbados	7	8
Gosling's Gold Rum	Barbados	7	7
Appleton Estate Jamaica Rum Extra	Jamaica	8	8
Ron Barceló Imperial	Dominican Rep.	8	8
Matusalem Gran Reserva	Dominican Rep.	8	8
Appleton Estate Jamaica Rum VX	Jamaica	8	7
Rhum J.M. Vieux Millesime 1997	Martinique	8	5

* Check complete listing at www.spiritsreview.com



Isla Ñ Rum Awards

Master award 2009, White Rums category:

- Rum Masters Contest-London, England
- Published by Spirits Business (www.thedrinksbusiness.com, feb.09)

Platinum award 2009, White Rums category:

- World Spirits Competition - Geneve, Switzerland
- Published by www.beveragecompetition.com

Gold award 2009, flavored rums category:

- World Spirits Competition – Geneve, Switzerland
- Published by www.beveragecompetition.com



Our commitment to quality

- Batch distillation:
 - Contrary to most industrial distillers, our slow-distillation system allows us to only bottle pure “heart of rum”, the finest rum cut.
- French oak maturing:
 - All of our line, even our flavored line, spends the right time absorbing the best aromas from charred French oak.
- Copper stills:
 - For better tasting rums.
- Water:
 - Sourced from our nearby Andes mountains.



Spirits from South America

Spirits from Argentina

- Our home region (Tucuman) is home to a long tradition for sugar-making and sugar-based spirits.
- Founders found an opportunity in putting together fine rum-making traditions with modern, cosmopolitan and upscale packaging.
- Argentina and Isla Ñ Rum offers:
 - **Great traditional spirits,**
 - **World-class packaging.**



The meaning of our brand Isla Ñ Rum



Isla Ñ Rum

- "Isla" (say "Eeslah") is Spanish for Island..
- "Ñ" (say "ehnieh") is a letter that is only used in our language, Spanish. It is a symbol of our Spanish heritage and culture.
- "Isla Ñ", as a whole, is an island that only exists in ones imagination. It is Latin, has plenty of rum, sunshine, pristine beaches and a dreamt-of lifestyle.



Isla Ñ White Rum



Isla Ñ White Rum



White rum

- White rum is French oak aromas.
- Mineral filtered, we achieved in retaining all the aroma with a crystal-clear product.
- Great spirit for mixology: Adds no color to cocktails yet brings mellow sugar-cane aromas.

40° alc/Vol.



Isla Ñ White Rum



White rum, tasting notes: (by US Spirits Reviews)

- **Notes:** This rum hails from Argentina - not exactly a place that springs to mind when one thinks of rum, but it actually had a long history of production there, ceased production in 1969 and has now restarted with this brand. Produced using highly proprietary yeasts selected to make for slow fermentation and to make the best rum. Slow distilled in antique Scottish copper stills aged in charred French oak casks and using Andean mountain spring water it's not your average rum. Part of a series including: Isla Ñ Gold, and their flavored rums, Isla Ñ Coconut, and Isla Ñ Lemon.
- **Appearance:** Bright, quicksilver clear with no hazing, separation or floating sediments. Scalloped edge line, very thin long legs and some tiny droplets develop on swirling.
- **First Impression:** Very aromatic, very clean, vanilla, coconut, caramelized sugar/toffee, pleasant alkali notes (cocoa, coffee, etc.), tamarind.
- **Taste:** Very understated mild entrance almost a vanilla egg cream with citrus then the French oak char starts in with a drying midpoint, citrus notes develop, with pleasant spice, alkali notes, mineral tastes, small amount of floral notes. Dryish finish; medium long.



Isla Ñ White Rum



White rum, tasting notes

- Drinks: While I find their proprietary drinks not to my taste, other drinks fared well with their rum. It is a very clean smooth white rum especially for the money.
- Cigars: A cigar a little darker than the rum is a good guide. A natural wrapper or shade grown Connecticut, Petit Corona size or Fuente Hemingway Short Story would be a good bet.
- Bottle/Packaging: Clear glass with rounded shoulder, light blue back label gives bottle sky blue appearance. Light blue neck band with blue paper composite cork closure (black looks like a lab stopper, but doesn't leak or influence the rum).
- Final Thoughts: Could very well change your mind about white molasses rums (some of which could and should be used as fuel rather than drunk). Excellent value for the money and an interesting addition to your bar to replace the Bacardi.



Isla Ñ Gold Rum



Isla Ñ Gold Rum



Gold rum

- Our newest product
- We decided to launch it after extensive search for the ideal rum to be had “on the rocks”
- Blend of French-oak matured rums.
- Unlike most rums in this category, color does not come primarily from adding caramel but from fine French oak.

40° alc/Vol.



Isla Ñ Gold Rum



Gold rum, tasting notes:

- Another noteworthy point is that it is a rare exception in the gold rum category in that it is not colored and would actually be considered an Añejo (old) rum. Many gold rums are simply white unaged rums colored with caramel or some such to give an appearance of aging- this one comes by its color honestly.
- Appearance: Bright, light amber gold/straw color clear with no hazing, separation or floating sediments. Scalloped edge line, very thin long legs and some tiny droplets develop on swirling.
- First Impression: Very aromatic, very clean, vanilla, coconut, toffee, pleasant alkali notes (cocoa, coffee, etc.), tamarind, tobacco, leather, pepper, barrel char.
- Taste: The French oak char starts in almost immediately, with a pleasant and unexpected strong char, pepper, oak, with a good dose of vanilla/toffee from the oak developing citrus notes develop, with pleasant spice, alkali notes, mineral tastes, small amount of floral notes. Dryish finish; medium long.



Isla Ñ Gold Rum



Gold rum, tasting notes:

- Drinks: While I find their proprietary drinks not to my taste, other drinks fared well with their rum. One thing I would note is try it as a substitute for scotch in some of the classic scotch cocktail (like a Rob Roy or Blood and Sand) or maybe even a Berlin Chief of Station Martini.
- Cigars: A cigar a little darker than the rum is a good guide. A shade grown Connecticut or maybe a Candela wrapper, Petit Corona size or Fuente Hemingway Short Story would be a good bet also.
- Final Thoughts: A very atypical gold rum, not some sweet gummy molasses and caramel admixture but a interesting nuanced rum with a lot of oak aging characteristics making it more like a lowland single malt scotch in flavor than a typical rum . Excellent value for the money and an interesting addition to your bar to experiment with or enjoy on it's own.



Isla Ñ Coconut Rum

Our best selling product



Isla Ñ Coconut Rum



Coconut-flavored rum

- Fresh, fruity and sophisticated at the same time.
- Coconut-flavored rum is the third best selling rum around the world.
- Ideal for fruit-based cocktails.
- Important: No alcohol added. Pure rum-based spirit.
- A 20° spirit, targeted for cosmopolitan young adults.

20° alc/Vol.



Isla Ñ Lemon Rum



Isla Ñ Lemon Rum



Lemon-flavored rum

- In different parts of the world, a perfect choice for Cuba Libre (Rum & Coke).
- We suggest a mix with Tonic Water or Ginger Ale.
- A convenience products for bartenders: Lemon is already mixed and pure.

40° alc/Vol.



Main executives

Pablo Ibarreche Luquin

- CEO - Founder
- Master in Business Administration (MBA) J.L.Kellogg Graduate School of Management, Northwestern University
- Former marketing executive at P&G, Citibank

Carlos Muñoz

- COO
- Food and beverage engineer
- Former executive at Coca Cola



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ISLA Ñ RUM



FIN DE LA PRESENTACIÓN
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