

Havana Club rum revamps Añejo Especial recipe



Havana, Feb 17, (RHC), – The Havana Club brand said the new Añejo recipe, developed by Maestro Ronero, Don Asbel Morales, has been designed to provide a “sweeter taste profile and smooth drinking experience”.

Retaining its abv of 40%, the expression is a blend of aged rums which offer notes of vanilla, caramel, tobacco, cinnamon and orange peel.

Don Asbel Morales claims the new flavor derives from a “unique production process” where the rum bases are aged in young white oak barrels before being blended and aged for a second time ahead of bottling.

“At the Havana Club distillery in Cuba, we are continuously working on developing new recipes that will appeal to a wide range of rum fans around the world,” he added.

“The influence of the barrel aging is evident in the flavor profile with notes of vanilla and caramel really coming to the fore, which makes it an ideal base for Cuban cocktails, particularly the Cuba Libre.”

Meanwhile, its new bottle has been designed to provide greater shelf stand-out on the back bar and communicate the brand’s premium credentials. The packaging now features handwritten-style font and oak barrel effect on the label.

“With this new recipe and premium look, we are confident that Havana Club Añejo Especial will satisfy demand from sociable young adults seeking a sweeter taste profile but for whom authenticity and high quality are equally important purchasing cues,” said Adam Boita, head of marketing for Pernod Ricard UK.

“The new look bottle design will also help deliver a stronger product message and provide the brand with heightened visibility in the on-trade.”

In October last year, Havana Club reiterated its aim to strengthen its position in the on-trade with the launch of a range of cocktail flavorings designed to match its Añejo 7 Años bottling.



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