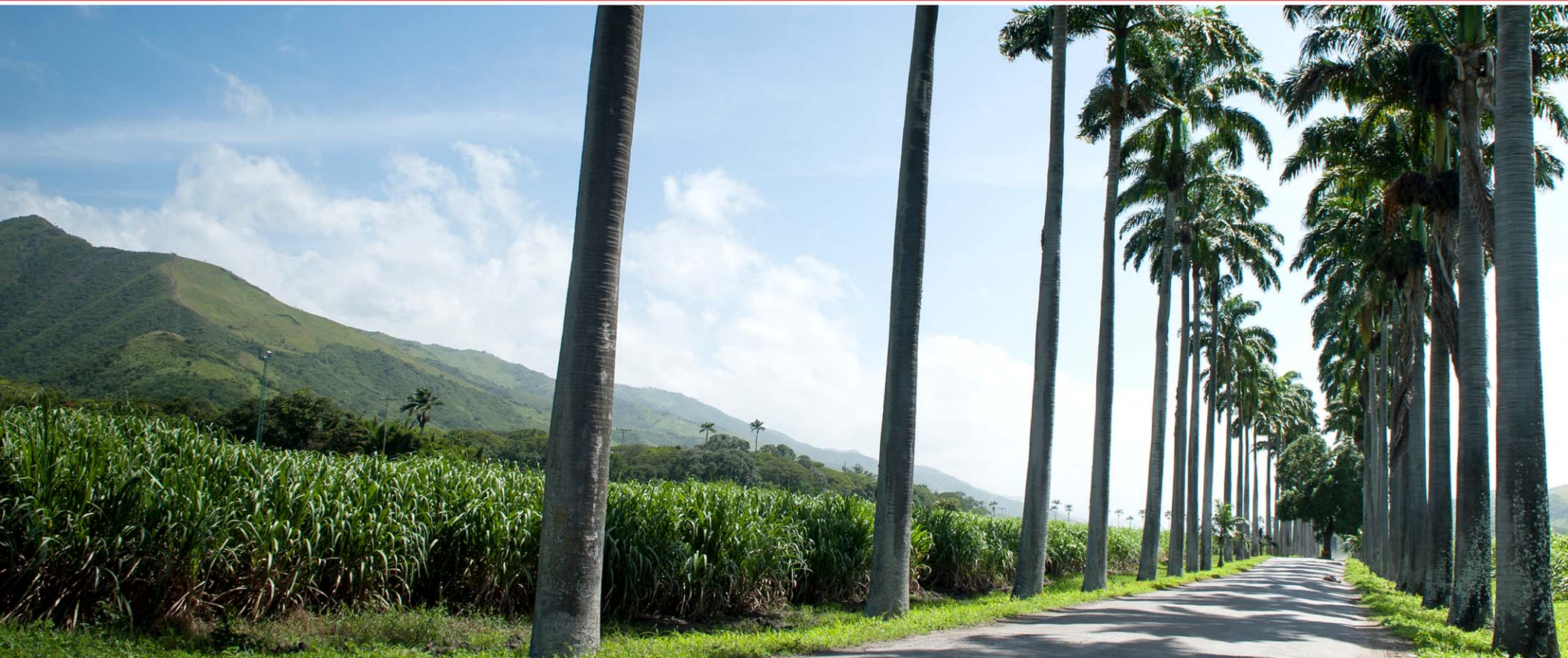


Santa Teresa®

FUNDADA EN 1796





Santa Teresa[®]
FUNDADA EN 1796

BRAND PORTFOLIO





BICENTENARIO A. J. VOLLMER

Ultra Premium

Bicentenario A.J.Vollmer® is the collector's ultra Premium rum. Its unsurpassable maturity is the result of carefully blending the oldest Santa Teresa reserves with 'new generation' rums.

Rums aged in white oak barrels for more than 35 years, are blended with 80 year-old *añejos*. This gives **Bicentenario A.J.Vollmer®** its distinction. This blend is then aged in oak casks for 15 years, until the rum reaches its unique and unmistakable smoothness.

Launched in 1986, it announced the bicentenary of Hacienda Santa Teresa, founded in 1796 and known as the "Cradle of the *Ron de Venezuela*".

Only 1,200 liters a year of this limited production are taken from the casks to fill numbered bottles that carry the signature of Alberto J. Vollmer, who in 1955 perpetuated a family tradition by establishing C.A. Ron Santa Teresa.

DRINKING SUGGESTIONS:

In a balloon glass. Superb with a good cigar.

SIZE | ALCOHOL CONTENT: 700ml | 40°GL





SANTA TERESA 1796

Ultra Premium

The Master of the rums and our presentation card, **Santa Teresa 1796®** is the ultra Premium *añejo* that has been named “the best rum in the world” by international juries.

It is also unique as the only rum that is totally aged through the ancient *Solera* method, for centuries the secret of Spain’s sherry and brandy producers.

Launched in 1996 to celebrate the 200th anniversary of Hacienda Santa Teresa, this rum represents a proud 200-year tradition and summarizes the generosity of this land where we grow the sugar cane, distill the alcohol and age and bottle our internationally renowned *Ron de Venezuela*.

DRINKING SUGGESTIONS:

Straight up, on the rocks, or with sparkling water.

GOLD MEDAL | The Global Rum Masters, London - 2014, 2015

GOLD MEDAL | Beverage Testing Spirits Chicago - 2013

DOUBLE GOLD MEDAL | San Francisco World Spirits Competition - 2012

BEST IN CATEGORY - GOLD MEDAL | The International Cane and Spirits Festival Tampa, Florida - 2007

GOLD MEDAL - BEST IN CATEGORY | The International Wine and Spirit Competition London - 2005, 2006, 2007

GOLD MEDAL - EXCEPTIONAL | Beverage Testing Institute Chicago 2003, 2004, 2005, 2007

SPIRIT OF THE YEAR | The Malt Advocate - January, 2006

MY TOP RUM OF THE YEAR, 2005 | Dave Broom - Leading Authority on Rum Contributor to Wine International Magazine

BEST RUM OVERALL | Men’s Health Magazine Spring - Summer 2003

HIGHLY RECOMMENDED | Best Rum with any Cigar Cigar Aficionado - 2002

SIZE | ALCOHOL CONTENT: 700ml | 40°GL

MAIN COMPETITORS: **Zacapa 23** | **Barbancourt 15** | **Flor de Caña 21** | **El Dorado 21**





SANTA TERESA SELECTO

Super Premium

Santa Teresa's Premium rum par excellence, **Selecto®** is the result of a careful blend of up to 10 years of ageing that combines the smoothness that only experts can achieve, along with a tasteful and exciting *avant garde* note.

Its silky body arises from a blend of light and heavy rums. Ageing in white oak barrels gives **Selecto®** the splendor of its characteristic amber color.

Selecto® appeals to a sophisticated generation that celebrates success with quality, and gives a whole new dimension to a category that is only just beginning to be discovered...

DRINKING SUGGESTIONS:

Ideal with water: still, sparkling or tonic. Perfect as a Selectonic and also as an ingredient for the most sophisticated cocktails.

SILVER MEDAL | The Global Rum Masters, London - 2014

GOLD MEDAL - EXCEPTIONAL | Beverage Testing Institute, Chicago 2007

SILVER MEDAL | International Cane Spirits Festival and Tasting Competition / Ybor City, Florida - 2007

GOLD MEDAL - BEST IN CATEGORY | The International Wine and Spirit Competition / London - 2006

GOLD MEDAL | Alambique de Oro - 2004

SIZE | ALCOHOL CONTENT: 700ml | 40°GL

MAIN COMPETITORS: Havana 7 | Cacique 500 | Brugal Extra Viejo | Barceló Imperial | Bacardi 8





SANTA TERESA LINAJE

Premium

Santa Teresa Linaje® It is the result of a mix of premium rums , which as the name and bottle indicate, comes from the same lineage Santa Teresa Gran Reserva®.

Intense amber color with golden highlights , its aroma and flavor evoke the nobility of the oak barrels that añejaron . Young and aged rums give to **Santa Teresa Linaje®** clear notes of oak and nuts , which blend into a sparkling liquid, strong body and complex that lingers on the palate.

The result of the expertise that only a tradition of over 200 years can give, **Santa Teresa Linaje®** is a generous expression of terroir , the Hacienda Santa Teresa®, founded in 1796 and Cuna del Ron de Venezuela®, where cane is grown sugar, honey distilled, packaged and aged and the aged who have earned Ron Santa Teresa® international prestige and pride of Venezuela are in the world.

DRINKING SUGGESTIONS:

Ideal for mixing with cola , soda or sparkling water.

DOUBLE GOLD MEDAL | San Francisco World Spirits Competition - 2015.

SIZE | ALCOHOL CONTENT: EURASIA 700ml | LATAM 750 ml | CONTENIDO ALCOHÓLICO: 40°GL
MAIN COMPETITORS: Havana 7 | Cacique 500 | Brugal Extra Viejo | Barceló Imperial | Bacardi 8



SANTA TERESA AÑEJO

Premium

Santa Teresa Añejo® is the flagship of *Ron de Venezuela*, not only in its home country, but also in the World. The result of the ingenious blending of first quality rums, Santa Teresa Añejo® is aged up to five years in oak barrels and casks.

The cask process gives Santa Teresa Añejo® its distinctive smoothness and unique character, making it ideal to mix with soft drinks and fruit juices. Santa Teresa Añejo® is the favorite of the younger consumer who loves to celebrate and enjoy life.

DRINKING SUGGESTIONS:

The perfect rum to prepare Cubalibre and mix with fruit juices.

GOLD MEDAL | Beverage Testing Spirits Chicago - 2012

SILVER MEDAL | San Francisco World Spirits Competition, 2007, 2009, 2011, 2015

SILVER MEDAL | INTERNATIONAL WINE & SPIRIT COMPETITION, LONDRES - 2008, 2010, 2012, 2013

SILVER MEDAL | Beverage Testing Spirits Chicago | 2005, 2007, 2013

SILVER MEDAL | Internationaler Spirituosen Wettbewerb, Germany - 2007

HIGHLY RECOMMENDED - BEST BUY | Beverage Testing Institute, Chicago 2004 - 2005 - 2007

GOLD MEDAL | International Cane Spirits Festival and Tasting Competition / Ybor City, Florida - 2006

90-95 POINTS - BEST BUY | Wine Enthusiast Magazine, May 2005

SILVER MEDAL | International Wine and Spirit Competition, London - 2005

SIZE | ALCOHOL CONTENT: 700ml - 1000ml | 40°GL

MAIN COMPETITORS: Pampero Special | Brugal | Barceló | Matusalem | Flor de Caña | Havana





SANTA TERESA CLARO

Mixing

The cocktail's rum, **Santa Teresa Claro**[®] is the most recent Santa Teresa creation. Especially developed for the demanding export markets, **Santa Teresa Claro**[®] is a delicate blend of up to three year-old rums, including light and heavy rums, aged in oak barrels and casks.

It was especially created to make *mojitos* and daiquiris. Heavy rums give **Santa Teresa Claro**[®] its character and permanence and bring aromas and flavors that make it the ideal rum for mixing cocktails.

DRINKING SUGGESTIONS:

The essential ingredient for mojitos, daiquiris & cocktails.

GOLD MEDAL | Beverage Testing Spirits Chicago - 2012, 2013.

SILVER MEDAL - BEST IN CATEGORY | International Wine & Spirit Competition, Londres - 2005, 2008, 2009, 2010, 2012, 2013.

SILVER MEDAL | San Francisco World Spirits Competition - 2008, 2010, 2011, 2012, 2013.

SIZE | ALCOHOL CONTENT: 700ml - 1000ml | 40°GL

MAIN COMPETITORS: Havana Club 3 años





RHUM ORANGE

Super Premium Liqueurs

The ultimate blending of superb **2 year-old** rums steeped in an exquisite maceration of orange peels.

A brilliant amber-orange color, it fills the nose with scents of fruits and spice notes. Mildly viscous with zesty citrus flavors that keep it refreshing, never cloying, emphasizing its purity.

DRINKING SUGGESTIONS:

Out of the freezer, straight up in a snifter or over crushed ice.

GOLD MEDAL | Rum XP Miami Rum Renaissance Festival - 2013

AFTER DINNER GOLD MEDAL | Drinks International Cocktail Challenge - 2012

GOLD MEDAL | Ministry of Rum, 2010

GOLD MEDAL | International Cane Spirits Festival and Tasting Competition Ybor City, Florida - 2007

GOLD MEDAL - 91 POINTS - "EXCEPTIONAL" | Beverage Testing Institute, Chicago - 2005

BEST IN CATEGORY | Wine and Spirits International Competition, London - 2005

90 - 95 POINTS - WINE ENTHUSIAST MAGAZINE - 2004 | "...the midpalate taste is firmly structured in the rum base yet vibrant in a deeply orangey way"

4 STARS - HIGHLY RECOMMENDED | Paul Pacult - Spirit Journal - 2003

GOLD MEDAL | International Rum Fest - 2000, 2001

SIZE | ALCOHOL CONTENT: **500ml** | **40°GL**
MAIN COMPETITORS: **Grand Marnier** | **Cointreau**





ARAKÚ

Super Premium Liqueurs

This single-estate mestizo liqueur of rum and coffee is the result of combining Santa Teresa's rums aged for **2 years** in oak barrels, with a refined yet powerful **estate-grown** coffee infusion.

Tremendous as a solo performer or in countless cocktails. Also on desserts.

Best when kept in the freezer.

GOLD MEDAL | Rum XP Miami Rum Renaissance Festival - 2012

GRAND GOLD MEDAL | Internationaler Spirituosen Wettbewerb, Germany - 2007

BEST IN CATEGORY - GOLD MEDAL | International Cane Spirits Festival and Tasting Competition Ybor City, Florida, 2006 - 2007

85 POINTS - HIGHLY RECOMMENDED | Beverage Testing Institute, Chicago 2005

BRONZE MEDAL | International Wine and Spirit Competition, London 2005

SIZE | ALCOHOL CONTENT: **500ml** | **28°GL**

MAIN COMPETITORS: **Kahlua** | **Tia Maria**



HACIENDA SANTA TERESA

History

Ron Santa Teresa® is the oldest Venezuelan rum producer and also the first rum brand to be registered in the country.

Its origins date back to the end of the 18th century when Caracas landowner Martin de Tovar received from King Carlos III of Spain the title of Count of Tovar and the Royal Seal for the lands that now make up the Hacienda Santa Teresa®, birthplace of Venezuelan rum.

It was the Count of Tovar who, in 1776, founded the Hacienda in the fertile Valleys of Aragua, naming it in honour of his daughter Teresa, a devotee of Saint Teresa of Avila.

At the beginning of the 19th century, wheat, indigo, coffee, cocoa and sugar cane were all being cultivated in Santa Teresa®. The German intellectual and naturalist Baron Alexander von Humboldt marvelled at the Hacienda's green plains on visiting them in 1810.

By then a sugar refinery had been built and a new still installed for the distillation of sugar cane spirits, the predecessors of rum.

However, the War of Independence -through which Venezuela eventually separated itself from the Spanish Crown- affected the economy of the Valleys of Aragua and the Hacienda Santa Teresa®.

In the midst of his campaign for emancipation, at Santa Teresa®, the Liberator Simon Bolivar ratified his historic proclamation calling for the abolition of slavery... Landowners, slaves and servants went to war and the Hacienda Santa Teresa® was devastated.

In 1830, the young German, Gustav Julius Vollmer, marries Panchita Ribas y Palacios, niece of the General-in-Chief José Félix Ribas and cousin of the Liberator Simón Bolívar... and who had inherited part of the Santa Teresa® lands.

When war came to an end and with great effort, work and sacrifice, prosperity returned to the Valleys of Aragua. And it was Gustavo Julio, son of the Vollmer-Ribas marital union, who, in 1885, bought the Hacienda Santa Teresa®.

From the mid-19th century Santa Teresa® already produced sugar cane spirits and in 1909 the Santa Teresa® Rum brand was registered, the first brand of rum in Venezuela.

A great visionary, Gustavo Julio Vollmer brought the first tractor to arrive in Venezuela to Santa Teresa® to transport the sugar cane to the mill. In 1936, with the installation of the first mill powered by electric motors, the large-scale production of rum began.

In 1955, Alberto J. Vollmer decided to perpetuate the family tradition by founding the Ron Santa Teresa® Public Limited Company, dedicated to the production of the finest aged rums. The original mill gave way to a modern agroindustrial complex with the incorporation of the most highly technical distillery of sugar cane molasses in Latin America and a modern bottling line.

In 1999, Santa Teresa® began a profound restructuring process led by its current executive president Albert C. Vollmer aimed at making the production and commercialization of Premium aged rums its main business focus.

Today, Santa Teresa® aims to “promote the category of Premium Rums throughout the world” and produce the aged rums Bodega Privada®, Bicentenario A.J.Vollmer®, Santa Teresa 1796®, Selecto®, Gran Reserva® -known in export markets as Santa Teresa Añejo®, Santa Teresa Blanco® and Santa Teresa Claro®; the sweet rum-based liqueurs Rhum Orange Liqueur® y Arakú®, and the young rums Carta Roja® and Superior®.

On the same lands that have produced from Colonial times the sweetest and juiciest sugar cane, we continue to distill molasses and age the rums that have earned us international prestige and are the pride of Venezuela in the world: the Santa Teresa® rums. The first ones. Our ones.



World's Best Distillery Intenational Rum Conference Madrid



DESIGNATION OF ORIGIN

Ron de Venezuela

From 2003, Santa Teresa® aged rums have held the Venezuelan Rum Registered Designation of Origin: a seal that certifies their origin and quality.

The following geographical guidelines are used to distinguish rums -such as those of Santa Teresa®- whose quality and reputation are attributable to the very characteristics of the region where they are produced:

- The tropical climate of sunny days, fresh nights, constant breezes and abundant rains.
- Fertile lands where since colonial times we have cultivated the juiciest sugar cane.
- Molasses of exceptional quality that we extract from the cane and distill to convert to alcohol.
- The pure water of our natural springs and wells which we mix with alcohol before undergoing a meticulous ageing process that by law must be for a minimum of two years.
- The experience of our people, based on traditions handed down by the Rum Master Blenders of the 19th and 20th centuries.

The journey our rum makes from that moment when the molasses ferment, the alcohol distills and is mixed with the purest water, passing through the ageing process and the most rigorous controls give us as a result a world class product, recognized and prized the world over: our Ron de Venezuela®!



RON DE VENEZUELA

PROYECTO ALCATRAZ

Santa Teresa Foundation

Proyecto Alcatraz® is one of the six initiatives of The Santa Teresa Foundation, on community investment. It began in 2003 as a response to a holdup to a security guard of the company. Once arrested, the muggers were offered the alternative to choose between going to jail or paying for their wrongdoing with non remunerated work for a period of three months. They accepted to work and asked if the other gang members could also be incorporated to the program.

After three months after entering the program, the members of the Proyecto Alcatraz graduate. Once graduated they may choose between a formal job or further education. In the Taller del Constructor Popular, they learn alternative and conventional techniques for home building. In Café Alcatraz, they participate in all stages of the production process of gourmet coffee. In a near future they will participate in the distribution and sales of the product.

Violence generates violence and confidence generates confidence.





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