



**Press Release**

20 September 2012

**BRUGAL SIGLO DE ORO - WORLD-CLASS RUM TAKES OFF  
AT WORLD DUTY FREE GROUP STORES IN MADRID AIRPORT**

One of the finest Caribbean rums, Siglo de Oro by Brugal, will tempt discerning Spanish palates following its exclusive launch at the Brugal Bar in Terminal 4 of Madrid Airport on 13<sup>th</sup> September 2012.

Brugal, producers of the #1 rum in the Caribbean, has chosen to relaunch this newly redesigned expression exclusively to European travel retail and the Brugal Bar will be the first and only place where the rum is available in travel retail for the first six months after its launch. Designed to build on the traditional market for rum in Spain, Siglo De Oro will meet growing consumer tastes for super premium rums.

Mariska van Beukering, Marketing Manager of Maxxium Travel Retail, said, "We have chosen Madrid Airport for the launch of this product in travel retail as the regular Spanish traveller is well acquainted with Brugal rum and will appreciate the special qualities of Siglo de Oro's unique maturation and crafting. Brugal is already the number one rum consumed in Spain and we hope to build on its reputation and standing with this new product in the range. "

Siglo de Oro was created in 1988 to celebrate the 100<sup>th</sup> Anniversary of the Brugal Family Legacy passed down by D. Andrés Brugal Montaner, a Catalán entrepreneur who created, in Puerto Plata, the most desirable and premium rums in the world.

David de Miguel, Global Head of Liquor and Tobacco, World Duty Free Group had this to say about the launch: "We are very pleased to be working closely with Brugal on the exclusive launch of Siglo De Oro. Siglo de Oro, as a premium product among Brugal rums, will be a



DESDE 1888

welcome addition to the range of high quality products that we take pride in offering to our discerning customers. Furthermore The Brugal Bar is the perfect environment for such a launch as it is the ideal place for customers to discover the Brugal brand and for rum connoisseurs to find something special and new.”

In the year 2002 during the celebration of the 40th World Selection of Spirits & Liqueurs, Brugal Siglo de Oro obtained the Gold Medal for inimitable quality, awarded by the International Institute for Quality Selections in Brussels, one of the highest recognitions known to the distilled spirits market.

Today, Brugal Siglo de Oro remains one of the most exclusive rums created by the Brugal family Master Blenders. It is produced just once per year and quantities are limited. Each and every bottle produced passes through the expert hands of the ‘Maestro Roneros’, who belong to the fourth and fifth generations of the Brugal family’s Master Blenders.

“The Warehouses of Ron Brugal have over 250,000 casks aging under constant supervision and expert care. Brugal Siglo de Oro is a unique blend of rums which has matured over time in American white oak casks. The basis of its formulation is the oldest used by any Caribbean rum producer,” remarked Franklin Báez Brugal, President of Brugal & Co.

The essence of Siglo de Oro rum is a meticulous selection of eight year old reserves. Following formulation, the liquid returns to American white oak casks for a similar period of time. With this process of double maturation, the reserves achieve an exquisite 16 year old blend. For this reason, connoisseurs often confess that Brugal Siglo de Oro is a masterpiece, to be savoured and enjoyed on special occasions.

End



## **Notes to editors**

### **About Brugal**

Brugal is one of the largest international golden rum brands in the world. Brugal - in which The Edrington Group\* took a majority stake in February 2008 - is the leading rum brand in the Dominican Republic, where it has over 80 per cent market share. It is a premium brand full of authenticity, strong heritage and unwavering commitment to the highest quality standards.

Brugal makes its rum traditionally, aging in over 200,000 American white oak barrels on-site in Puerto Plata. It can be drunk either mixed or straight, and it is well positioned to take advantage of current consumer trends.

\*The Edrington Group Limited is a major Scotch Whisky company (now with interests in rum) with expertise in blending, bottling, distributing and marketing. It produces several well-known brands, including The Famous Grouse, and premium malts The Macallan and Highland Park. The portfolio also includes Brugal, the leading golden rum in the Caribbean.

For product information please consult [www.brugal-ron.com](http://www.brugal-ron.com).

### **About Maxxium Travel Retail**

Maxxium Travel Retail is the joint venture between two of the most highly regarded names in the industry – Beam Inc. and Edrington. We manage premium brands from both companies' portfolios, plus a number of third party brands in the majority of countries of Europe.

Maxxium Travel Retail is responsible for marketing and distribution of the shareholders' brands in most of European Travel retail. The Maxxium Travel Retail portfolio places the company as one of the three leading spirits distributors in Duty Free and Travel Retail in Europe.

### **About World Duty Free Group**

World Duty Free Group, one of the world's leading airport retailers, has grown out of Autogrill Group's acquisition and integration of the Aldeasa, World Duty Free and Alpha Airport Shopping businesses.

Today the company operates 325 stores in 21 countries. It has developed its own commercial concepts, tailored to match the purchasing preferences of travellers passing through the 72 airports in which it operates.

World Duty Free Group has become one of the world's benchmark retail operators because of its depth of understanding of the needs of passengers. The Group is the market leader in the UK and Spain and has a significant presence in the Americas and Middle East.