

Responsible rum is to everyone's taste

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Premium rums are gaining in popularity all over the world as consumers buy into the tropical ideal they represent. Botran assures consumers that their choice is a responsible one, showing its commitment to be long-term guardians of the environment by selecting ISCC PLUS to prove the credentials of its aged rum. The ISCC seal of sustainability certification will soon be on Botran Rum bottles on sale in twenty-eight countries around the world.



The origins of Botran stretch right back to the early 20th century when the family gave up distilling in Spain and emigrated to Quetzaltenango in Guatemala. There they soon began making rum on a small scale. In the 1940s they joined forces with four other family

distillers to form the Industrias Licoreras de Guatemala. Together they worked to promote their rum on the world market, winning awards and establishing new markets. In 2014 the European Union granted protection to the Designation of Origin for “Ron de Guatemala”. Four generations after they arrived in Guatemala, the company is still a family business.

The success of Botran Rum is down to both its unique location and its production process. Sugarcane varieties have been selected to suit the land and the climate of the region. The aging of the rum in the high mountains and the local volcanic soils are key to its unique taste. Botran Rum is produced from the virgin sugarcane ‘honey’ from the first pressing of ripened sugarcane. Only 3 % of the world’s rum is made from pure virgin sugarcane juice. Most other rums in the world are produced from molasses, a byproduct of sugar processing. Fermentation lasts over one hundred hours using a controlled yeast strain derived from pineapples. The company produces both white and dark rum. Aging and blending gives each rum its individual character with some rums aged for 18 years, using Spanish, American and Portuguese casks formerly used for sherry, port, wine or American whiskey.

The family started collaborating with ISCC in 2011 when its farms, sugar mill and distillery became certified. There are 3,300 hectares of ISCC certified sugarcane. The complex procedure of blending and aging the rum gained certification in 2017, completing the process for the entire production chain. Their ISCC PLUS certification means that not only the rum production but also the sugarcane meets the high ISCC certification standard, ensuring it is free from deforestation whilst respecting biodiversity, the environment and people's rights. The ISCC standard is very strict; compensation for new planting on land, which was previously forest, is not allowed.

Mercedes Sanchez, Designation of Origin Manager, says, "The values of the organisation are completely aligned with ISCC PLUS Principles. We want to be responsible with all-natural resources. That is why this certification is the one that is best adapted to the perception we want our customers and suppliers to have of us. ISCC certification improves the customer's appreciation of our products."



The business seeks to improve sustainability practices and environmental care and reduce negative impacts. The distillery has managed to reduce its dependence on fossil fuels by 40-45% by the use of biogas. The sugar mill has implemented projects for water recycling. Over 96% of water is currently reused in different processes throughout the facilities. Ron Botran has been created as a versatile rum, to be enjoyed in a cocktail or simply on the rocks. So, whether you consume it in a cool bar, on the dance floor, or in your own home, you will be drinking to the preservation of the unique environment of Guatemala for generations to come.

For more information on ISCC certification please contact ISCC at info@iscc-system.org.