

How to sell Ron Miel, Ron Arehucas in 3 easy steps...

1. AREHUCAS
2. CANARY ISLANDS
3. TASTE! “Sugarcane from the Canaries, artisan distilled, aged in New American Oak”

When introducing, accentuate the geographic difference. Even if people aren’t wanting another rum, the fact that these are from Spain is intriguing. And everyone loves talking about islands. Say,

“I have some amazing Spanish rums from the Canary Islands.”

1. AREHUCAS

Pronounced: Ar-ē-WHO-cus. Display the Ron Arehucas and the Ron Miel bottles with the sales sheet. Do not yet show pricing. Say,

“Distillery Arehucas was founded in 1884. They’re 4th generation family owned and operated and have the largest rum aging cellar in all of Europe.”

2. CANARY ISLANDS

The Canaries are geographically off the coast of Africa, but are technically part of Spain.

“The Canary Islands, as you might know, have a lot of sugarcane and rum history. All 4 voyages of Christopher Columbus departed from the Canaries. On his 2nd he brought sugarcane to plant in the Caribbean. This became our modern-day sugarcane stock.”

“The Canaries have a population of 2 million and host over 12 million visitors a year.”

3. TASTE the Ron Arehucas (yellow label) first. Why? The Ron Miel (black label) honey stays on the palate. While pouring say,

“Sugarcane from the Canary Islands, artisan distilled, aged in new American oak an average of 4 years.”

New oak is a big differentiator as most use old bourbon barrels. As they taste say,

“Light, refreshing, nice dry finish. They do a good job with the fusel oils. I like it because it’s clean, not so funky like a lot of the Jamaican rums.”

Now pour the **chilled** Ron Miel (Spanish for Honey Rum). As you’re pouring say,

“Ron Miel is a very traditional drink in the Canaries. They’ve been blending rum and honey for centuries. This recipe is from 1942.”

“The rum is aged 7 years, then the honey is blended after aging. You’ll notice it’s only 20 percent so it drinks like a liqueur, gently sweet.”

After they taste, let there be a silent pause... then ask,

“Do you think we can sell some of that?”

Yes! Now introduce the pricing. Package stores should pick up a case min (“they’re only 6-packs”). For restaurants and bars start asking what cocktails could work well. Shoot for the menu! Listen to the feedback then focus the conversation on how best they will sell the product. Many taverns are calling Ron Miel the new house shot, simply served chilled. High end restaurants are using both rums in various cocktails or Ron Miel as an after dinner digestif.

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**Ron Miel is traditionally served as a chilled shot,
a digestif, or over ice with a spritz of lime.
Also, try these great cocktails!**



Canary Island Ice Tea

1.5oz Ron Miel
.75oz Ron Arehucas rum
4oz tea
.5oz fresh lemon juice

Lightly muddle 5-6 mint leaves in a collins glass then fill with cubed ice, add all ingredients and stir. Garnish with lemon wheel and mint sprig.



Canary Island Sidecar

1oz Ron Miel
1oz Navan Vanilla Cognac
.5oz freshly squeezed lemon juice

Drizzle a little honey around the inside of a chilled cocktail glass. Combine all ingredients in a cocktail shaker and add cubed ice. Shake hard then strain into the chilled cocktail glass. Garnish with a twist/zest of fresh lemon.



Canary Island Sling

1oz Ron Miel
1oz Gin
.5oz Sweet vermouth
.5oz freshly squeezed lime juice
1 dash Angostura Bitters

Combine all ingredients in a cocktail shaker and shake hard with cubed ice. Pour into a cocktail glass and top with a splash of ginger ale. Add a sprig of fresh mint.



Canary Island Mojito

1oz Ron Miel
1oz Ron Arehucas rum

Half a fresh lime cut into wedges, 5-7 fresh mint leaves, sparkling wine.

Crush the fresh mint and limes in a glass. Add all remaining ingredients, add ice and stir. Top with a splash of sparkling wine then garnish with a mint sprig.



Running of the Bulls

1oz Ron Miel
3.5oz Spanish red wine
.5oz sweet vermouth (Carpano Antica preferred)
Big berries for garnish

Combine all ingredients in a glass, add ice, and stir until cold. Sliced fruits and berries for garnish.



Canary Island Valentine

3oz Ron Miel
.5oz freshly squeezed lime juice,
.5oz Cointreau
10 fresh raspberries

Crush the fresh raspberries in a cocktail shaker, then add the remaining ingredients. Fill with ice and shake hard. Strain into TWO tall glasses over fresh ice and top with soda water. Garnish with a fresh raspberry.



Brazilian Honey Shot

.5oz Ron Miel,
.5oz barrel-aged cachaça
Dash of ground cinnamon

Combine all ingredients in a mixing glass and stir with ice until cold. Strain into shot glass and garnish with a cinnamon stick.

Ron Miel -Honey Rum-



BEVX, ★★★★★ Exceptional!

Brilliant amber color. The nose is vibrant with the scents of sweet orange peel, wild flowers, rich honey, Rum, and blood orange with hints of nutmeg and vanilla. The palate echoes the nose with a lush honey filled core and just enough acidity to keep it fresh. This is not a Rum rather a Rum-based liqueur and an attractive one at that. The cocktail applications are endless as we are thinking of a twist on the classic Daiquiri using nothing but Rum, Arehucas Ron Miel, and lime juice.

Santé Magazine, *Gold Star*

The light alcohol and warm honey notes make this deceptively easy to drink. Lovely floral and wild honey aromas, over notes of candied orange and creamy vanilla. Rich and velvety on the palate, with vanilla crème brûlée giving way hints of cinnamon, clove, and allspice. Wonderfully smooth and satisfying finish. Drink neat, on the rocks, or as a flavor additive to rum or Bourbon-based cocktails. Very special.

Spirit Journal March 2012, *Recommended*

Chestnut/ mahogany brown color; very good clarity. First aroma after the pour is almost fruity, like baked red fruit, but then you realize that it's the marriage of the honey with the sweet-delicate; mid-palate stays the citrusy course and is surprisingly understated. Would this be a daily beverage for me, no. But I can see applications, such as served on the rocks with a slice of orange in a rocks glass, or in a cocktail with club soda, mint, lemon juice and bitters. Interesting beverage.

Famous Mixologist, "Delicious!!"

Color: Beautiful amber, golden brown

Nose: Bright orange, bitter and sweet orange peels, orange liqueur, raisin, sherry, nutty marzipan sweetness.

Palate: Where the honey is absent on the nose, it explodes on the palate. The Ron Miel is rich and creamy with nice viscosity on the palate, but not syrupy. The alcohol is very light and mellow initially but shows itself on the finish, which is very pleasant and surprising in such a low proof alcohol. The rum is very subtle in its appearance but I do pick up some barrel characteristics. If your intent was to produce a rum-based honey liqueur, you have achieved your goal!

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