

Press Release

The Value Chain of the Ron de Guatemala Denomination of Origin obtained its first ISCC PLUS certification for World-class rums

Rones de Guatemala will be among the first rums to hold a sustainability seal of this level.

Guatemala, October 2, 2019.- The value chain of Ron de Guatemala Denomination of Origin was recently officially awarded the ISCC PLUS Certification to Sustainability, which covers plantations, mill, distillery, ageing facilities, bottling and experience centers. This accomplishment brought to Guatemala Norbert Schmitz, Director of the ISCC System GmbH.

The International Sustainability and Carbon Certification (ISCC) is a leading global certification system which provides solutions to address sustainability requirements for all raw materials and markets.

This certification guarantees that the production chain meets all established standards and evidence requirements regarding biodiversity, the environment and human rights:

- **Plantations:** We have approximately 8,000 hectares of sugar cane plantations. The area with a unique soil description (inceptisols and vertisols) found only in 2% of the world, covers 3,200 hectares. This is the area legally recognized as part of the Protected Denomination of Origin in view of the unique characteristics that it contributes to sugar cane.
- **Mill:** The Tzululá Mill is in the municipality called San Andrés, Villa Seca in the department of Retalhuleu. It engages in the plantation, harvesting, crushing and milling of sugar cane to produce virgin honey, the raw material used to make rum.
- **Distillery:** Destiladora de Alcoholes y Rones, S.A. (DARSA) produces raw materials with distinctive characteristics for the brands that we produce, including various alcohols that are exported throughout the world, among them, fines, neutrals, bases for other beverages and for specialty rums.
- **Ageing Centers:** These conduct the ageing process in white oak casks at over 2,300 meters above sea level. Cold climate favors a slow aging process. There is art in the preparation of the white oak barrels that includes the wood stave assembly and internal charring.
- **Bottling:** Our bottling plants bottle the finest aged rums and spirits that are globally distributed and recognized for their excellent quality, which is assured through strict production process controls.

The process to obtain the certification started in 2011 with the submittal, to ISCC, of audits for the Tzululá mill as the producer of virgin honey, and for Destiladora de Alcoholes y Rones, S.A. (DARSA), as the producer of raw materials to make rums. The process is Denomination of Origin registered, and is recognized in more than 29 countries of the world as "Ron de Guatemala". The certification for the process, bottling and ageing began at Casa Botrán in 2017, while for Añejos de Altura, S.A. it began in 2018. With the full chain certified, ISCC PLUS ensued, which gives the rums the right to use the logo.

Carlos Cabrera, Quality Manager, underscores the importance of the logo *"This certification is optimal for the marketing of Ron de Guatemala internationally as it opens up markets and gives us access to very demanding consumers in terms of sustainability and who seek environmentally-friendly products"*.

Mr. Cabrera also underscores the importance of improved labor conditions for the people on the ground. Sustainability efforts involve the creation of safe workplaces, continuous

training for workers, good working conditions, and open communication channels to exchange opinions.

About

Ron de Guatemala

Ron de Guatemala is Denomination of Origin-protected which guarantees for consumers its consistency and quality, highly appreciated traits in regions such as the European Union.

Ron de Guatemala stands out as one of most refined rums in the world for its production from virgin honey that is obtained from the first crush of sugar cane grown in the Retalhuleu region.

Only 3% of the rums of the world use virgin honey as their raw material. Production traceability as well as fermentation and distillation processes are also characteristic, together with climate conditions of the ageing done through the Solera System, 2,300 meters above sea level.