

THE KNOWLEDGE OF DEADHEAD RUM

BEAUTIFUL DEEP AMBER COLOR

BOTTLE DESIGN

The bottle was inspired by tsantsas (shrunken heads). Many believe that these artifacts were kept as trophies, taken for honor and spiritual renewal.

AGED IN CHIAPAS (TOASTED) AND AMERICAN OAK BARRELS

AGED 6 YEARS

700 ML AVAILABLE

40% ABV SPIRIT

DARK RUM STYLE

NOSE

Treacle, coffee, cola nut, chocolate, filbert, allspice, cinnamon and nutmeg

PALATE

Treacle, coffee, cola nut, chocolate, filbert, allspice, cinnamon and nutmeg, along with the flavors of leather, anise and caramel.

DEADHEAD RUM RESPECTS THE HERITAGE AND BELIEF SYSTEMS OF THIS REGION AND CAPTURES THE SPIRIT OF CHIAPAS, MEXICO FROM THE BOTTLE TO THE GLASS

DEADHEAD FACTS

- Distillery established in 1948.
- Producer of the most awarded rums in Mexico.
- Rones de Mexico a Family owned distillery - 3 generations.
- We are in the process of switching our raw materials for the outer casing of our bottle to 100% recyclable material made from sugar cane.
- It's a blend of sugar cane juice and molasses.
- 50,000 bottles produced per year.
- Produced since 2012.



THE NEW CHOCOLATE RUM IS AVAILABLE SINCE 2017
* AGED RUM BLENDED WITH AN ORGANIC CACAO BEAN EXTRACT.

DEADHEAD AWARDS

GOLD: Spirits 2018 WSWA Tasting Competition (Chocolate Rum)
GOLD: 2017 Craft Awards International Competition
GOLD: 2015 Spirits International Prestige Awards
PLATINUM: 2015 Spirits International Prestige Awards - Bottle Design

CONNOISSEUR

NOSE

It is saturated with the aromas of treacle, coffee, cola nut, chocolate, filbert, allspice, cinnamon and nutmeg, all of which carry through to the palate

Other Opinions: Apples, pears and perhaps a little bit of strawberry juice. Quite grassy - if you enjoy a rum agricole every once in a while, you'll pick up familiar notes here. Developing hints of mint chocolate too.

PALATE

It is saturated with the aromas of treacle, coffee, cola nut, chocolate, filbert, allspice, cinnamon and nutmeg, all of which carry through to the palate along with the flavors of leather, anise and caramel that all play in stupendous balance.

Other Opinions: Less fruit sweetness than the nose (though orchard fruits to persist subtly). More focus on cooking spices and runny caramel, as well as continued rum agricole grassy notes.

EYE

Beautiful, deep amber color.
Other Opinions: Light amber

ABOUT "RONES DE MÉXICO DISTILLERY"

The distillery was established in 1948 located in **Finca Venecia, Chiapas**



RONES DE MÉXICO
DESDE 1948



PRODUCER OF THE MOST AWARDED RUMS IN MEXICO + 10 AWARDS



3 GENERATIONS FAMILY OWNED DISTILLERY



It dedicated exclusively to produce spirits on mid 50's

The distillery is run by third generation
← Eduardo Pineta García Lourdes

Master Blender Jorge Pérez Rafael →



At 15 degrees north latitude, Deadhead® Rum's sugarcane grown in Tapachula, Chiapas is blanketed with a tropical climate, coastal breezes and ocean salinity.

5 FACTS: MÉXICO-CHIAPAS

- The **Tacanán Volcano** is the second highest peak in Central America at 4,060 metres (13,320 ft), located in the Sierra Madre de Chiapas of northern Guatemala and southern Mexico.
- The **Cascadas de Agua Azul** (Spanish for "Blue-water Falls") are a series of waterfalls found on the Xanil River
- The state of Chiapas, Mexico is well-known for its cocoa production. Chocolate is Mexico's gift to the world. Its first known use dates back to 1750 BC by the Maya.
- Sugarcane is Chiapas 3rd largest export.
- Mexican sugar production for marketing year (MY) 2017/2018 is forecast to be a 6.6 million metric tons.



MORE INFORMATION

OHANA TEN!
Luau At The Lake

BIGGEST MARKET

AUSTRIA, AUSTRALIA, CANADA, DENMARK, ESTONIA, FRANCE, FINLAND, GERMANY, HOLLAND, HUNGARY, JAPAN, LATVIA, LUXEMBOURG, MEXICO, POLAND, ROMANIA, SPAIN, SWITZERLAND, UNITED KINGDOM, UNITED STATES.

Deadhead has been featured nationwide at various Tiki events such as **Ohana: Luau at the Lake on the East Coast** and **Tiki Oasis on the West Coast**. Embraced as a quality ingredient rum, it has also been showcased in quite a few Rum/Tiki cocktail competitions.

This amber rum is the first of the Deadhead line, which also features a dark chocolate flavor and soon to be released coquito flavored expression. Jorge Pérez Rafael—Master Blender for Rones de México, carefully blends rum aged six years to produce a subtle yet complex flavor profile, full of rich notes which stand out whether you enjoy it neat or in a cocktail.

Water Source: Natural Spring Water treated and softened (Demineralized).
Material Used: Both Molasses (Column Still) and Cane Juice (Pot).
OFF-THE STILL-PROOFS 110% POT STILL 150% COLUMN

Barrel Entry Proofs: 90%
Maturation: 5-7 Years, American Oak (80%) & Chiapas oak wood (20%).
Flavoring: Charcoal before resting and maturation & filter press before bottling.
No sugar or color added
Certified Kosher-Gluten Free-Vegan.

DISTILLED

A blend of distilled molasses and sugarcane juice, it is fermented through local airborne yeast (pretty cool), and then distilled both in single column & pot still and blended.

SOURCE

Deadhead Rum is born from a blend of pure sugarcane juice and rich molasses grown in privately-owned plantations located in Tapachula, Chiapas, a region known to produce some of the most outstanding rums in the world.

AGING

The rum is then aged in Chiapas (toasted) and American oak barrels.

LOCATED IN NORTH AMERICA



the **rumlab**
KNOWLEDGE
THE RUM LAB.COM

www.DeadHeadRum.com
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