NAME: Havana Club Anejo Especial

COUNTRY: Cuba

AROMA:  Bright, warm, eye-catching, golden color. As well as an intense aroma reminiscent of sugar cane with accents of honey, vanilla and cinnamon.

DESCRIPTION: Premium golden rum with a smooth finish, made and double aged in Cuba to make the ultimate Cuba Libre.

LABEL:   The Havana Club logo consists of a bright red circle framed in gold with a wordmark Havana Club executed in Futura Std Condensed Bold font.

The logo symbolizes the sun that shines on Cuba and makes its rum rich and warm. Due to its color and shape, the Havana Club logo is very recognizable.

The most interesting detail of the logo is it’s mascot icon on the top of the circle. It’s a figure of Giraldilla, the emblem of the city of Havana and it’s free spirit.

La Giraldilla, is a woman statue on the tower of the Castillo de la Real Fuerza. She is supposedly Inés de Bobadilla, successor of her husband as the governor of Cuba in 1539. Before the revolution The Havana Club’s logo was a tree.

HISTORY:  In 1878, the Arechabal family founded a distillery in Cardenas, Cuba. Later it changed its name to Jose Arechabala SA. This company created the Havana Club brand in 1934, selling rum with this name in both Cuba and the United States. The company was nationalized by the Castro government in 1960. After this event, the Arechabala family left the island and went to Spain and the United States.

In 1972, the Cuban government began selling Havana Club rum abroad, mainly focusing on the Soviet Union and Eastern Europe. The government chose this brand because (unlike the Bacardi family) the Arechabala family did not develop production outside the island and could not sell their competing products in other countries.

The Cuban government described Havana Club as a national gem, in 1977 the production was moved to a new location - Santa Cruz del Norte.

Since 1994, production in Cuba and global marketing (excluding the USA) are continued as part of a joint venture between Pernod Ricard and the Cuba Ron Corporation in the 50/50 division