NEWS | BEVERAGES

Diageo forms JV to distribute Santiago de Cuba rum

British multinational alcoholic beverages company Diageo has announced the creation of a joint venture (JV), Ron Santiago S.A., between a European Diageo subsidiary and Corporación Cuba Ron S.A., a leader in the production of premium Cuban rums. The join

By **Manbeena Chawla** | August 13, 2019



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Santiago de Cuba will join Diageo Europe’s portfolio of Reserve luxury spirits

British multinational alcoholic beverages company Diageo has announced the creation of a joint venture (JV), Ron Santiago S.A., between a European Diageo subsidiary and Corporación Cuba Ron S.A., a leader in the production of premium Cuban rums. The joint venture will have exclusive global distribution rights to **Santiago de Cuba™**, a premium Cuban heritage rum brand.

Santiago de Cuba™ will join Diageo Europe’s portfolio of Reserve luxury spirits, building on the trend towards premiumisation and the cocktail culture which are driving growth in key cities and resorts across Europe.

With four core variants (Carta Blanca, Anejo, 11-year old and 12-year old) **Santiago de Cuba ™** is the second largest premium Cuban rum, renowned for its high quality and provenance in the traditional rum distilling region of Cuba.

Read online: https://nuffoodsspectrum.in/news/15/14734/diageo-forms-jv-to-distribute-santiago-de-cuba-rum.html
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