

Pura Vida

EL RON DE COSTA RICA



XO

Pura Vida

EL RON DE COSTA RICA

RON - XO - RUM

Elegante y Redondo

PRODUCT OF COSTA RICA
40% ALC./VOL.

Pura Vida

EL RON DE COSTA RICA

RON - XO - RUM

Elegante y Redondo

PRODUCT OF COSTA RICA
40% ALC./VOL.

PURA VIDA - XO.
EL RON DE COSTA RICA.

SPECIFICATIONS.
70 CL - 40% ALC./VOL.



CATEGORY.
Rum

ORIGIN.
Costa Rica.

ELABORATION.
A blend of three types of Rums we produce in Costa Rica: pure juice, sugar cane honey and molasses.

AGEING.
Primary (Costa Rica): bourbon casks.
Finish (France, Charente): old Cognac tuns.

KEY DIFFERENTIATING FACTORS.
The first Costa Rican Rum.
A name bearing the motto of one of the most beautiful countries in the world.
The entire production process (harvesting the cane, extracting the juice, fermentation, distillation, ageing) is conducted on the estate in Costa Rica.
This Rum is designed to outshine its immediate rivals in blind tastings in black glasses.
A case made from recycled bagasse with incomparable engravings.

TASTING NOTES.

COLOUR.
Amber.

NOSE.
Rich and complex, immediately releasing indulgent aromas of caramelised crème brûlée resembling the sweetness of burnt sugar. Notes of gingerbread add a hint of spice, while pineapple and flambée banana aromas add a fruity and exotic dimension. Candied oranges harmoniously combine with accents of black olives and old leather, adding depth and complexity.

PALATE.
Powerful, rich and concentrated.
The silky, coating texture releases intense flavours that affirm the promise of the nose. Each sip reveals an impressive depth of flavour, with a perfect balance of sweetness and spice. The persistent finish prolongs the tasting pleasure, with subtle aromas of cedar adding an elegant woody note. A touch of clove adds a spicy edge, while flavours of prune bring a fruity depth. A delicate note of orange blossom brings a refined floral finish to this sensory experience.

About PURA VIDA

PURA VIDA, *el ron de Costa Rica*, is the first Rum in Costa Rican history. Fermented, distilled and matured in Costa Rica, PURA VIDA combines the three Rum-making traditions (pure juice, cane honey and molasses) creating a collection of Rums unlike any other in the world. Crafted in black glasses to outshine their direct competitors, PURA VIDA Rums are an ode to Costa Rican culture, warmth and incredible biodiversity.

About COSTA RICA

Costa Rica is renowned for its large sugar cane fields and a strong commitment to the environment. This stable, democratic, liberal country, free of military forces since 1949, offers a safe and welcoming environment that attracts many tourists. The country's unspoilt Atlantic and Pacific coasts and neutral carbon footprint make it into a haven for nature lovers, surfers and yoga enthusiasts. Forests cover 50% of the country and nature reserves 25%. Costa Rica alone is home to 6% of the world's biodiversity. Here, the motto *Pura Vida* (pure life) is advocated, and has also become the way Costa Ricans greet each other.

About LES BIENHEUREUX

A disruptive force in the spirits market, growing at a tremendous pace, LES BIENHEUREUX strives to live up to its name. Established by Jean MOUEIX and Alexandre SIRECH in 2014 to participate in a French reindustrialisation scheme respectful of people and the environment, the company exclusively designs, produces and markets its own brands. Their strategy is to predict and create promising categories before assuming their leadership.

The company's main assets are leadership in French whisky and Costa Rican Rum, a stable family shareholding structure, high-quality expertise acknowledged by a record number of gold medals in the sector, cutting-edge production facilities in France and Costa Rica (10% of sales in R&D), a small, passionate, and agile group.

Founded on ethical and aesthetic values, 100% fiscally registered in France and benefiting from no subsidies, the company prides itself on hiring exclusively on open-ended contracts, with a minimum wage equivalent to 1.5 times the legal minimum wage, while endeavouring to deal with suppliers in the same way as customers.

Orders: LES BIENHEUREUX S.A.S.
Email: contact@lesbienheureux.com
Phone: 05 56 88 32 92