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.

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