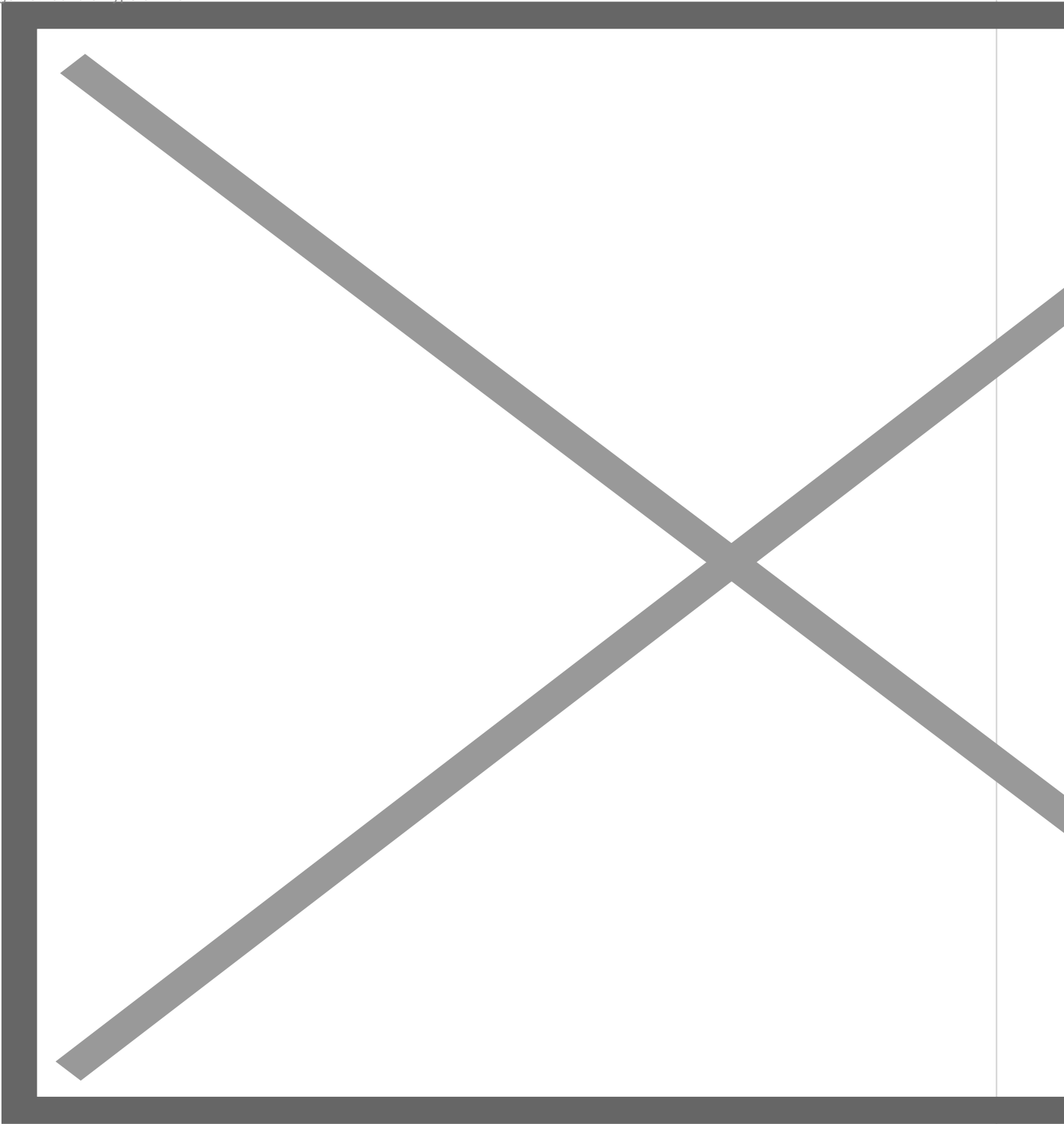


*Danza del fuego with Cuban
quality seal*

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By Roberto Morejón

A few months away from its 30th anniversary, the Cuba Ron company is boosting its commercial relations, as evidenced by the presentation in Russia of a beverage in cooperation with a well-known local entity.

Indeed, the Russian group Abráu-Diursó exhibited the Danza del Fuego rum, in collaboration with Cuba Ron, as each batch of the new drink is carefully supervised by specialists from the Caribbean island.

We are talking about the first production of original Cuban rum, Danza del Fuego, with the authorization of the Cuba Rum Corporation.

It is no coincidence that the two parties agreed to stamp a green label on the bottles of Danza del Fuego, as a symbol of the quality granted in the Antillean nation to all its productions.

To match these guarantees, most of the production of the new brand takes place in the Caribbean archipelago, although the subsequent distillation is carried out in the Eurasian giant.

Cuba Ron has partnered with Abráu-Diursó, one of the main producers of sparkling wines and export leader in Russia since 2021.

The Caribbean country brings to this venture the know-how of the masters of distillation and blending, since rum production is part of the national heritage.

The balance of Cuba Ron in 2023 was described as favorable and where it identified difficulties, it is now trying to outline strategies to overcome them.

The Cuba Ron corporation is one hundred percent national, emerged in 1993 and is backed by a tradition of more than a century and a half that has allowed it to produce and market flagship brands such as Havana Club, Santiago, Cubay, Perla del Norte, among others.

The mixed Cuban rum company Havana Club International S.A., for example, celebrated three decades of successful operations.

In charge of selling one of the most famous light rums in the world, its work in Cuba is in harmony with the increase in tourism and the development of high quality exports.

Cuban rum has a Protected Designation of Origin, and its brands are protected by the skill of the Maestros of light rum, recognized by UNESCO as Intangible Cultural Heritage of Humanity.

By cooperating with a well-known entity from the Eurasian country, Cuban rum opens new spaces with a suggestive seal.

<https://www.radiohc.cu/en/especiales/comentarios/349630-danza-del-fuego-with-cuban-quality-seal>



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