



Karthik Sudhir, creator/owner of Ron Izalco Rum, is a former engineer who traded coding for distilling.

THE DIFFERENCE BETWEEN RON AND RUM

No, the rum Ron Izalco is not named after South America's most interesting man. In fact, says Karthick Sudhir, the brand's owner, "rum can be called 'ron'" depending on its origin. "Ron comes from Latin American countries, and like rum, which comes from English colonies, is made with molasses. Rhum or rhum agricole is made from pure sugar cane and comes from French colonies. Ninety-seven percent of the world's rum is made with molasses."

What the charming and enthusiastic owner of Ron Izalco did not mention, however, is that the "ron" style tends to offer a slightly lighter and gentler flavor profile. But perhaps he let his rum speak for itself: Whether it's a result of the spirit's origins, the high quality of its molasses, or its time spent aging in charred bourbon barrels, the outcome is a honeyed, stone-fruited ron that lives up to its smooth typicity.

Ron Izalco is currently available in France and will soon be available in Denmark, Germany, and the United States.

MORE RON IZALCO TAKEAWAYS

- Aged for ten years, the spirit consists of a blend of the highest grade of molasses available from Guatemala, Nicaragua, and Panama.
- Some of the sugar cane utilized in Ron Izalco is grown on the face of the Izalco stratovolcano in western El Salvador.