



A new vision of rum

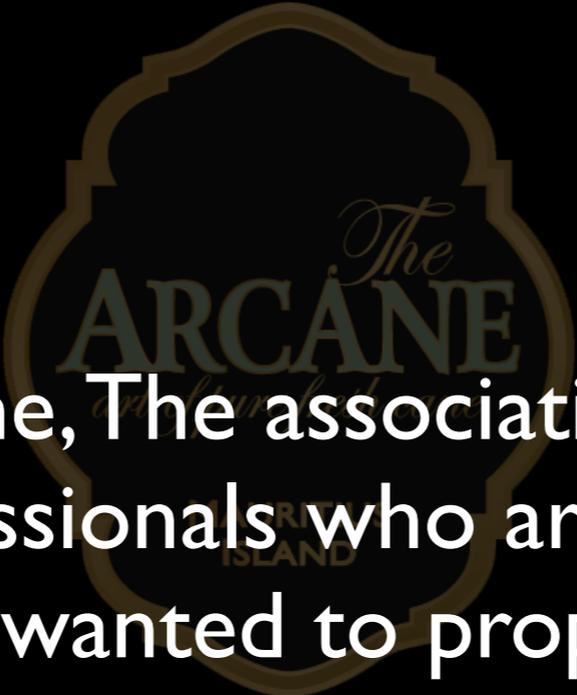
Innovation is always possible
(in the spirits industry like anywhere else)

Our vision
explore the Arcanes of Rum,
innove to keep the best.

«Tradition is nothing else than lasting innovation»



More than a brand, a human adventure



Arcane, The association of
spirits professionals who are passionate
about rum. We wanted to propose something
new and share it with the growing group of
rum's new consumers

Why Arcane?



✓ - Because we had a very precise idea of what we wanted, and this could not be found on the market before :

a rum which perfectly keeps the fresh cane aromas.

✓ - Because rum gains new consumers every day and people's taste change,

✓ - Because we wanted to propose something really different.



THE ARCANE CONCEPT

The Arcanes of rum

Depending on the origin, the distillation process, ageing and blending rum can offer very different expression of aromas.

No other spirit can offer such a diversity. The Arcane project ambitions to explore this diversity, starting from the main ingredient : the sugar cane

THE ARCANE CONCEPT

The art of pure fresh cane

Our ambition : express and keep all of the cane's unique aromas, including the most fragile fresh notes, even through the ageing process

SUGAR CANE

The Arcanes of an extraordinary plant

Sugar cane is to tropical regions what grape is to temperate latitudes : on the right soils, it has naturally an extraordinary of aromas.



MAURITIUS ISLAND

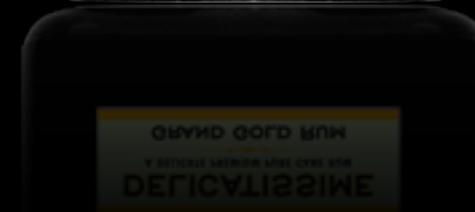
The right place to create different rums

- ✓ An ancestral culture of sugarcane
- ✓ A perfect combination of climate and soil for the production of great rums.
- ✓ The rums from Mauritius present very typical notes of pepper



THE PACKAGING

A sense of
difference



Wood stopper
First quality cork



*Cane Sublimation
aturation process
A delicate premium
pure cane rum*

Original and premium
graphic design.
Fluorescent inks for reading
in low lit places



A soft shape which
evokes the smoothness
of the rum

The
ARCANE
art of pure fresh cane
**MAURITIUS
ISLAND**

Black glass to ensure
perfect conservation



DELICATISSIME
A DELICATE PREMIUM PURE CANE RUM
GRAND GOLD RUM



THE PRODUCTS

One style

Two expressions
of rum.

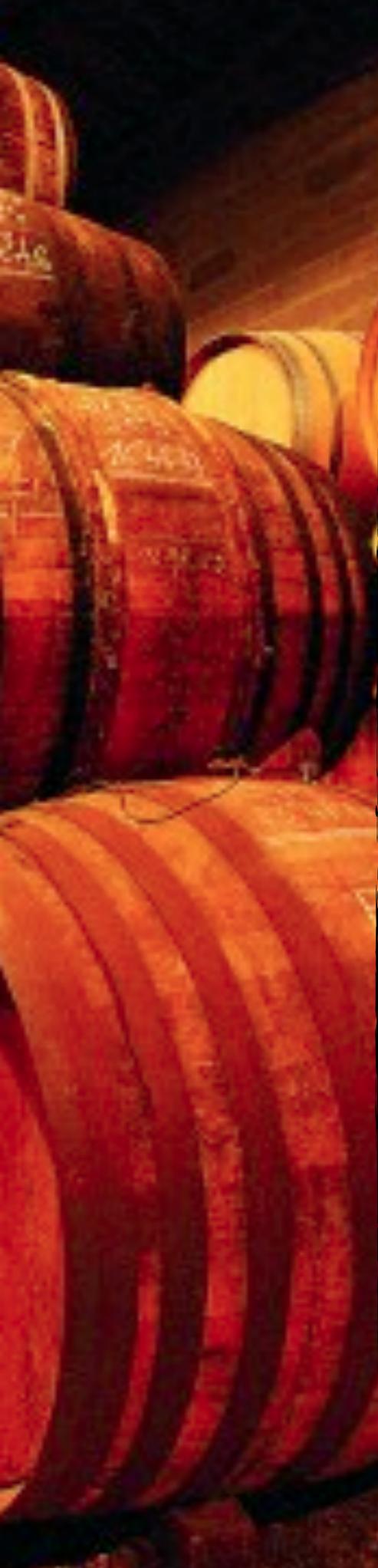


« DELICATISSIME »

The expression of
fresh cane

A light gold rum with subtle note of
fresh cane & vanilla, and a slight wood
finish.





« EXTRAROMA »

Solera 12 ans

Smooth and
aromatic

A rich & mellow aromatic rum,
aromatique, with spicy notes
and hints of tropical fruits



COCKTAILS

Arcane Délicatissime is the perfect cocktail base, with spicy notes and freshness.



LE JARDIN DE PAMPLEMOUSSE

- 150 ml de sirop de Pamplemousse Rose MONIN
- 10 ml de sirop de Watermelon MONIN
- 30 ml de rhum Arcane
- 1 rondelle de citron vert

Directement au verre.



INDIAN MOJITO

- 6 cl de ARCANE Délicatissime
- 1/2 citrons verts
- 7 feuilles de menthe fraîche
- Eau gazeuse (Perrier)
- 2 cc de sucre de canne

Placer les feuilles de menthe dans le verre, ajoutez le sucre et le jus de citrons. Piler consciencieusement afin d'exprimer l'essence de la menthe sans la broyer. Ajouter le rhum Arcane, 4 glaçons et mélangez. Remplir la moitié restante du verre d'eau gazeuse. Mélanger doucement avec une paille.

Décorer de feuilles de menthe fraîches



Enjoy a
new taste
of rum



CANE SUBLIMATION
12
YEARS OLD
MATURATION PROCESS

The
ARCANE
art of pure fresh cane
MAURITIUS
ISLAND

EXTRAROMA
A SMOOTH AND AROMATIC PURE CANE RUM
GRAND AMBER RUM

The
ARCANE
art of pure fresh cane
MAURITIUS
ISLAND

YEARS **12** OLD

EXTRAROMA
A SMOOTH AND AROMATIC PURE CANE RUM
GRAND AMBER RUM

The
ARCANE
art of pure fresh cane
MAURITIUS
ISLAND

Arcane is born from a rare union of cane.
EXTRAROMA is the pure expression of fresh cane and
its textures and volatility, achieved by a long
process with glass bottles in an extraordinary climate.
The result is a rum of great complexity, perfectly
balanced, deliciously complex, with a great amount
of notes, results and tropical notes which bring
the originality of the fresh cane to the
forefront.

GRAND AMBER RUM
A SMOOTH AND AROMATIC PURE CANE RUM
EXTRAROMA

GRAND AMBER RUM
A SMOOTH AND AROMATIC PURE CANE RUM
EXTRAROMA

an unique and original experience
of our single cane rum, EXTRAROMA
produced in a unique climate, achieved by
a long process with glass bottles in an
extraordinary climate. The result is a rum
of great complexity, perfectly balanced,
deliciously complex, with a great amount
of notes, results and tropical notes which
bring the originality of the fresh cane to
the forefront.

*Cane Sublimation
maturation process
A delicate premium
pure cane rum*

The
ARCANE
art of pure fresh cane
**MAURITIUS
ISLAND**

DELICATISSIME
A DELICATE PREMIUM PURE CANE RUM
GRAND GOLD RUM

GRAND GOLD RUM
A DELICATE PREMIUM PURE CANE RUM
DELICATISSIME