**Beat: Lifestyle**

# ZACAPA - Welcome To The RUM Revolution

**Has Never Been So Popular**

PARIS - MEXICO CITY, 25.08.2017, 10:44 Time

**USPA NEWS -** Rum is well and truly shifting its Reputation as the Spirit only for Pirates. It is taking over Drinks Menus of the Hottest Bars, being supped by the super sophisticated as an Aperitif and converting even the most fanatical After-dinner Whisky and Cognac Drinkers, to become their Digestif of choice....

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This Transformation forms part of the Wider Cocktail Revolution that's emerging, with some Bars reporting over 400% increase in Cocktail Sales over the past five years alone. However, it's not just any Cocktail, People are turning their attention to the quality of their Cocktails, with nearly 80% of UK Consumers admitting they would happily pay more for a Premium Cocktail with high Quality Ingredients.

Some Master Mixologists are suggesting that Gin and Whisky have had their time in the limelight and it's now time for Rum to take Centre Stage. Loved by Consumers and Bartenders Worldwide, Rum is clearly becoming the go-to Spirit to create Cocktails for Every Taste.

Where better to explore this Mysterious Dark Spirit than at the Week's Final of the World Class Bartender of the Year, hosted this year in Mexico City. This International Summit brought together the World's Best Bartenders as well as the Industry's Leading Experts to showcase and predict Future Trends in Mixology.

Sharing some of the Secrets behind the Success of the World's Leading Luxury Rum was Lorena Vasquez, Zacapa's Master Blender, "We're seeing more Bartenders recommending to enjoy Rum in the same way as Whisky and Cognac (straight up) which is introducing this incredible Liquid to People all around the World. Zacapa really is the Most Exquisite Luxury Tasting Rum, especially when served neat, however, its distinctive Depth of Flavour, Rich Aroma and Versatility also make it perfect for Cocktails..."

Source : ZACAPA

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**Article online:**
https://www.uspa24.com/bericht-11805/zacapa--welcome-to-the-rum-revolution.html

**Editorial office and responsibility:**
V.i.S.d.P. & Sect. 6 MDStV (German Interstate Media Services Agreement): Ruby BIRD & Yasmina BEDDOU (Journalists/Directors)

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**Editorial program service of General News Agency:**
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contact (at) unitedpressagency.com
Official Federal Reg. No. 7442619