PARANUBES RUM

‘Year’s Best Spirits’

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“This truly is my definition of a great spirit...something that when you take a sip, you close your eyes and it takes you somewhere.” -Judah Kuper, Mezcal Vago



Nestled in northern Oaxaca near the border of Puebla sit the majestic Sierra Mazateca Mountains. Sparsely inhabited predominantly by descendants of the Mazateco, this lush and cool tropical environment is ideal for growing coffee, fruit, and sugarcane. Remnants of the once-strong Mexican sugar industry, the sugarcane is used to make panela and is also commonly pressed, fermented, and distilled to make the aguardiente de caña (rum). Roughly 40 minutes east of Hautla de Jimenez, tucked within the steep, misty river canyons below the community of Rio Tuerto is the distillery, or trapiche, of Jose Luis, our producer for Paranubes. Jose Luis’ family has been making aguardiente for at least 3 generations, with his father and grandfather teaching him the trade at a very young age.

For the past 35 years, he has been producing this rich, fragrant spirit as one of many means to provide for his family and we are honored to be working with him. In addition to fruit and four heirloom coffee varieties, Jose Luis grows four different types of sugar cane on his 14 hectares: Caña Dulce, Caña Morada/Negra, Caña Dura, and Caña Amarilla/Criolla. His aguardiente batches are made from predominantly Caña Criolla, but inevitably have a blend of different cane types. The cane is grown organically and harvested annually. That juice is gravity-fed to one of two, 1,100-liter fermentation vats or tinas made out of pine wood. One of the most interesting things about Jose Luis’ method is that he only distills half of a single fermentation vat every morning and refills it that afternoon. Because the liquid that was left in the tina was still actively fermenting, the new liquid is inoculated by the remaining tepache (must) and the fermentation in the tina never stops. As such, he maintains a rolling fermentation and only empties it every four months! No water, yeast or additives are put into the liquid with the exception mezquite. When Jose Luis begins a new fermentation batch, he boils two handfuls of mesquite bark in water and pitches the mixture into the fermentation vat, utilizing the enzymes released into the tincture to help the fermentation. These trees are often up to 40 years old and have extremely hard cores used for construction. The bark is added only when beginning the fermentation process and never removed. If no bark is immediately available, Jose Luis sometimes adds the skin from two pineapples in the same manner.



Paranubes Rum

A great spirit is a pure and undisturbed representation of raw material, capturing not just the flavor, but a sense of its place of origin. Paranubes Rum is made by wild fermenting the fresh pressed juice of sugarcane grown without pesticide or fertilizer in the rich soil of master distiller Jose Luis Carrera's farm. Distilled to proof with no additives, this rum - or aguardiente de caña as it's known regionally, is exactly what you would find lost in the cloud forest of the Sierra Mazateca mountains of Oaxaca.

"Smooth, round and sweet—not as funky as rhum agricole and more elegant than cachaça. It's complex and smooth enough to sip neat, but the silky texture makes for an irresistibly sleek daiquiri." – Wine Enthusiast



Paranubes Rum Anejo

Exclusive to the American market, extremely limited!

Sugarcane varietals: Caña Criollo, Caña Dulce, Caña Duro, and Caña Morada

The sugarcane is hand-cut and mechanically pressed at the trapiche within 24 hours and the juice is fermented in 1,100 liter Pine wood vats with no water added. Fermentation is a rolling ferment with ambient native yeast, blending fresh juice with juice that is up to 4 months old. Distilled in a single run on a six-plate copper hybrid still. Aged 20 months in the tropical climate of the Sierra Mazateca mountains in a single-use American oak barrel which was previously filled only once by Siembra Azul Tequila to produce its 12th anniversary "Reposado" special release Tequila. Bottled at cask strength – 53% Alc.



Paranubes Coffee Liqueur

Coffee and cane. Both have been growing in the Sierra Mazateca region of northern Oaxaca for centuries. Also home to Paranubes Oaxacan rum, this hidden gem of Mexican culture and history is the origin of Paranubes Coffee Liqueur, a unique recipe inspired by the old tradition of brewing coffee in clay pots with raw sugar and cinnamon. We hope you enjoy our take on this Mexican culinary staple. It all starts in Rio Tuerto, Oaxaca, home of Paranubes Rum Master Distiller José Luís Carrera. His family has been making pure cane juice rum, locally called aguardiente de caña, for over 100 years, across three generations. Cane grown in ancestral fields that date back nearly 500 years is hand-harvested every morning and immediately pressed to be fermented and distilled into Paranubes rum. This rich, complex, un-aged rum forms the base for Paranubes coffee liqueur. As the rum is being produced, locally-grown coffee is harvested and transported to Oaxaca city to be carefully roasted and then extracted into a cold-brew base to be blended with rum infused with traditional herbs and spices.