## **Beverage Dynamics**

## **Beverage Dynamics**

October 2017

http://beveragedynamics.com/2017/10/10/vision-wine-spirits-import-ron-centenario-rums/

## Vision Wine & Spirits To Import Ron Centenario Rums

Vision Wine & Spirits, a division of Martignetti Companies, has signed an agreement with Centenario Internacional S.A. to become the new U.S. importer for Ron Centenario Rums.

The agreement is valid for the entire U.S. market, with the exception of Florida, which will be added effective February, 2018.

Ron Centenario is produced in Costa Rica from local sugar cane and is aged in oak barrels. Variants include 7, 9, 12, 18, 20, 25 and 30 Year Olds with suggested retails from \$19.99 on the 7 Year Old to \$149.99 for the 30 Year Old. All rums are packaged in 750-ml. with gift boxes or canisters.

Simultaneously with the appointment of Vision Wine & Spirits, Ron Centenario is upgrading to new proprietary bottles. "The new packaging gives the brand a more modern and premium appearance to better match the excellent quality of the rums and will make it stand out among competitors on the shelf," says D. Dean Williams, president of Vision Wine & Spirits.

Vision Wine & Spirits is an importer of wines and spirits from around the globe.



