

SOMETHING

AGUARDIENTE IS
bacan
SOMETHING BACAN IS COMING



bacan
IS COMING

MIAMI & NY

Bacan Spirits, LLC
Miami, FL

Additional Information:
Bacan is a registered trademark
of Bacan Spirits, LLC.



bacan
GUARO

The meaning behind 'bacan' OR what is the word bacan?

bacan: /ba'kan/ [ba'kãn]

“Bacano” is a typical Colombian slang word for cool ideas, objects and situations

Etymology

- Bacchus to Bacco to ***bacan***
- Bacco is ancient Roman God whose name is synonymous with joy, happiness and merry making
- In the Spanish culture, ***bacan*** further translates to something good, nice person or an excellent plan

bacan is... “cool”

bacan is... “awesome”

bacan is... “the good life”

What is **bacan** GUARO ?

AGUARDIENTE | GUARO



AWARD – WINNING

SUPER PREMIUM

KOSHER CERTIFIED

MADE WITH ORGANIC INGREDIENTS

PRODUCT OF COLOMBIA



What is the **bacan** mission?

bacan aims to

Reshape the aguardiente (guaro) category for the modern consumer

Elevate the aguardiente experience

Introduce aguardiente to a new audience via **bacan**

Redefine and grow the aguardiente category

Educate trade and consumers

Celebrate Colombian culture



Meet **bacan** ... *Hola! Hi!*

- Made in Colombia
- Produced from organic ingredients
- Flavored with Spanish Star Anise
- OU Kosher certified
- Produced in small batches (less than 1K liters)
- Experiences a slow dilution to promote the seamless marriage of flavors
- Available in two strengths

24%
ALCOHOL
BY VOLUME

Ideal for sipping and shot rituals

29%
ALCOHOL
BY VOLUME

Ideal for cocktails and pairing with simple mixers



A MODERN TASTE
OF COLOMBIA

—bacan—



AWARDS
bacan 29%



bacan
GUARO
29%



- Origin:**
Valle del Cauca, Cali, Colombia.
- Type of Aguardiente:**
Sugarcane / White.
- Alcohol Content:**
24% ABV (48 Proof)
- Produced From:**
Organic sugarcane, organic star anise, and water.
- Production:**
Distilled bacan Guaro begins with organic, first-press sugarcane juice which is distilled five times in small batches of less than 1,000 liters. It is then slowly infused with organic Spanish star anise before being proofed down to its bottling strength with purified water.
- Tasting Notes:**
Color: Crystal clear.
Nose: A delightful combination of anise, black pepper and light rosemary.
Palate: Light and airy notes of anise are complemented by citrus and a hint of ginger.
Finish: Clean and refreshing.
- How to Enjoy:** Sipped over ice or in a cocktail.
- Additional In formation:**



Guaro, is the colloquial word for aguardiente and is considered Colombia's national spirit.

A MODERN TASTE
OF COLOMBIA

—bacan—



AWARDS
bacan 24%



bacan
GUARO
24%



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- Production:**
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- Tasting Notes:**
Color: Crystal clear.
Nose: Sweet anise underpinned by subtle notes of citrus.
Palate: Smooth and approachable with black licorice, and delicate layers of flowers and herbs.
Finish: Calm and lingering spice.
- How to Enjoy:** Sipped over ice or in a cocktail
- Additional Information:**



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bacan
GUARO



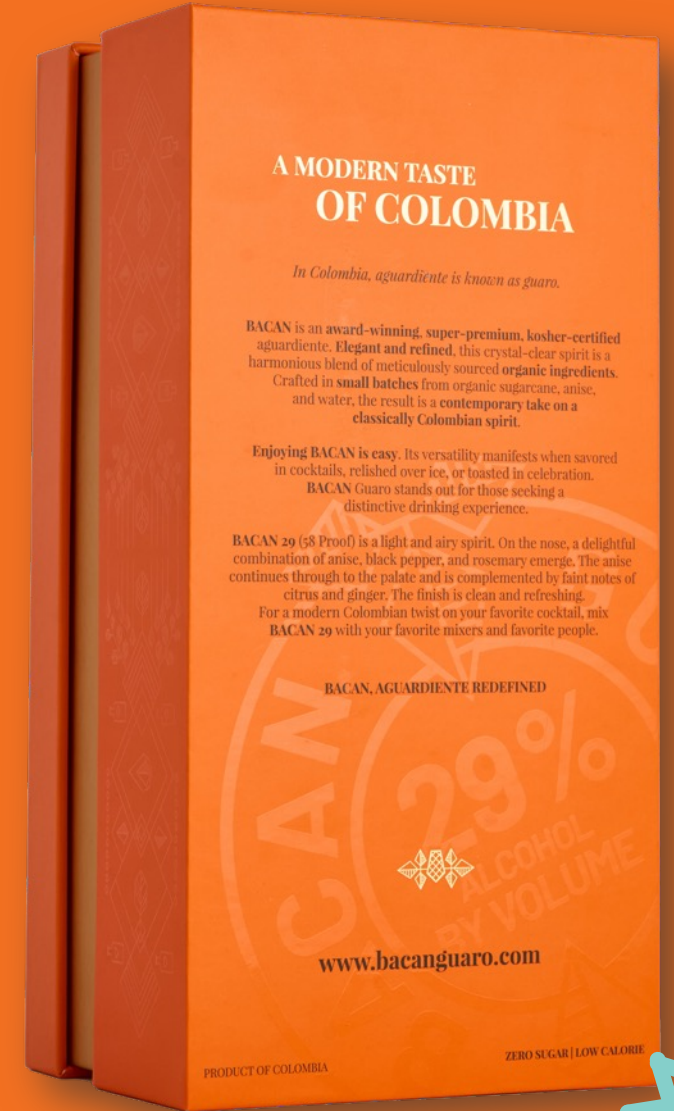
bačan MOST AWARDED AGUARDIENTE

TASTING AWARDS



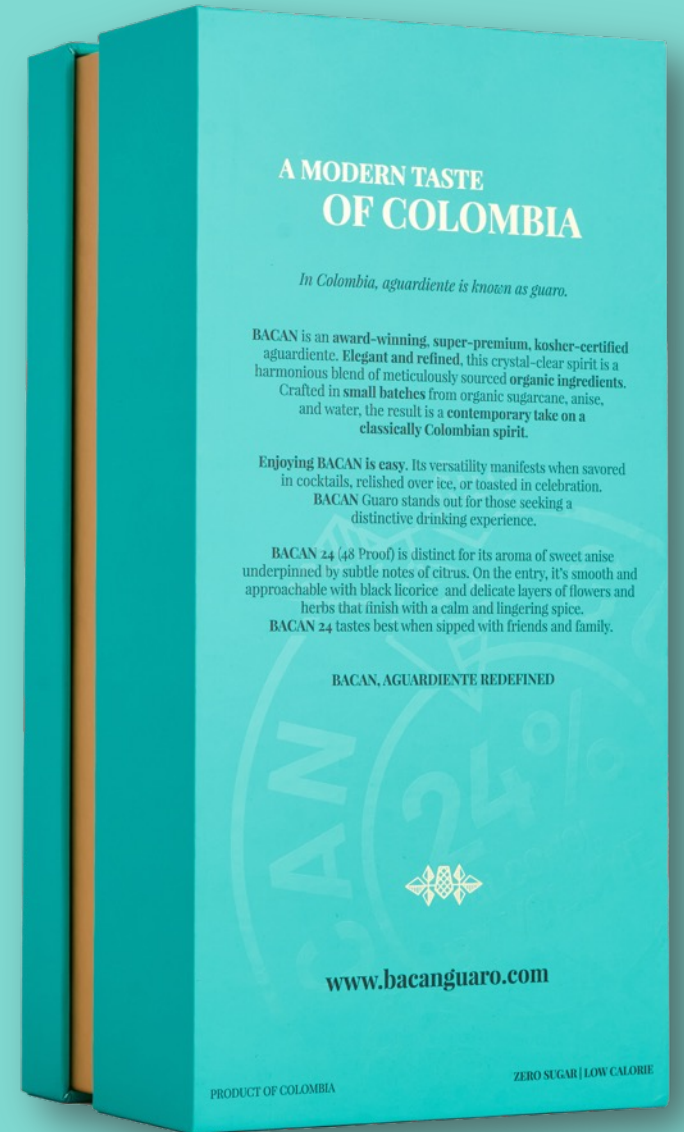
Packaging 700ml

bacan
GUARO



Packaging 700ml

bacan
GUARO



Packaging 200ml

bacan
GUARO





bacan
GUARO

USA Competitive Landscape

Current Leaders:

The largest aguardiente brands in the United States, Antioqueño and Crystal, lack the super-premium positioning, **kosher certification, organic ingredients, and sophistication that Bacan Guaro offers.**

COMPETITIVE SET IN THE US



↑
OLD GUARD
NEW GUARD
↓

The new aguardiente that's changing the game



Thank you ! Gracias !

ARE YOU?
bacan

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 www.bacanguaro.com

 [@bacanguaro.com](https://www.instagram.com/bacanguaro.com)