

# GERMAN RUM MARKET

## TECNOAZUCAR EXPERIENCE





# Our beginning in the market

- Germany is one of the most important rum markets in the world
- Studies show that in years of decline the rum market in the world Germany grew.
- In Europe UK, France and Germany are the big markets for rum, however we opted for Germany.
- This decision was historic for us
- Finally we found a German partner that meet our requirements and interest for the brand.



# The Main challenge

- History changed, but not before accepting a process that was both a technical and a strategic challenge for our company :
  - **First:** The certification of Cuban Norm NC 113 in the German market
  - **Second:** ISO quality management system certification
  - **Third:** The LG certification of the German food company DUSTSCHE LEBENSMITTED GESELLSCHAFF of our products.
- With the previous elements, it was necessary to distinguish if we were venturing into the HORECA system (Hotels, Bars and Restaurants) or we would go to large stores or chains. Our distributor was prepared for assuming the logistics to supply the chains, so it was decided to work in this direction

# The strategy

- The strategy for the chains was conceived by introducing different brands in them.
- The demand forced to place the same brand in more than one chain.
- The offer was modified based on strategy.
- Two different chains with the same brand of rum, but with different assortments.



# CONCLUSIONS

- The German market is one of the main beverage markets in the world.
- It has a high level of demand for quality and punctuality.
- Entering is a challenge but staying is a daily challenge.
- Tecnoazucar has four brands and two clients in the German rum market.
- Represents our main exports destination.

# Awards



## URKUNDE

Goldener Preis 2020

für

**Ron Mulata  
Silver Dry**

CUBATA  
GmbH & Co.KG  
Parchim



Verleihen durch die DLG TestService GmbH, Zertifizierungsstelle, auf der Grundlage der Prüfbestimmungen 3. Auflage.  
Gültigkeit des Zertifikats: 24 Monate ab Ausstellungsdatum.

Frankfurt am Main, den 06.05.2020

*Hubertus Bartsch*  
DLG-Präsident



*J. Hanne*  
Zertifizierungsstelle



## URKUNDE

Goldener Preis 2020

für

**Ron Mulata  
Carta Blanca  
3 Años**

CUBATA  
GmbH & Co.KG  
Parchim



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## URKUNDE

Goldener Preis 2020

für

**Ron Vacilon  
Añejo 3 Años**

CUBATA  
GmbH & Co.KG  
Parchim



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