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HAVANA CLUB AÑEJO 7 AÑOS, THE ICONIC EMBLEM OF CUBAN RUM, UNVEILS A STYLISH NEW DESIGN INSPIRED BY THE CITY OF HAVANA



Havana Club, one of the world's leading super-premium and above rum brands, is unveiling a striking redesign for **Havana Club Añejo 7 Años** – the expression that has become an emblem of Cuban rum around the world. The new bottle is inspired by the architecture, energy and enduring spirit of Havana, while showcasing the same iconic rum within.

Rolling out globally, the elevated new look marks the next chapter for **Havana Club Añejo 7 Años**. With this new bottle design, Havana Club celebrates generations of Cuban craftsmanship and rum-making excellence in every detail, with the new bottle reflecting the exceptional liquid of the award-winning rum within.

First created in 1978 by the late **Don José Navarro**, the revered Primero Maestro del Ron Cubano widely regarded as the father of modern Cuban rum, **Havana Club Añejo 7 Años** pioneered the revolutionary continuous ageing process that laid the foundations for the light Cuban rum style we enjoy today. Through this unique method, the rum is matured, before a portion is re-aged and expertly blended to build greater depth, complexity and consistency, ensuring every bottle carries the spirit of the original batch.

Complex yet balanced, it is known globally as *El Ron Fundacional* – the foundational rum of Havana Club – and remains the expression that defines the brand today. While the bottle has evolved, the liquid remains unchanged, staying true to the craftsmanship that has earned it more than 100 international accolades since 1994, making it one of the world's most celebrated aged rums.

The beautifully crafted new design captures the essence of the city that gave Havana Club its name. Radiating sunburst motifs evoke the warmth of the Cuban sun and sunsets along the Malecón – Havana's celebrated seafront promenade – while intricate embossing and the



cigar-shaped label pay tribute to the city's architectural heritage and enduring character. Elegant, engraved detailing, refined gold accents and premium finishes come together in a timeless design that tells the story of Havana and the generations of Maestros del Ron Cubano who have shaped **Havana Club Añejo 7 Años** for nearly five decades.

The stylish re-design also places greater emphasis on the rum's Cuban provenance. The D.O.P Cuba designation and the "Añejo 7 Años" age statement – confirming that the youngest drop is aged for at least seven years – now feature more prominently on pack signifying authenticity, craftsmanship and the rigorous production standards that define authentic Cuban rum-making.

Ian Peart, Commercial Director Pernod Ricard UK, comments: "Havana Club Añejo 7 Años has long been a benchmark for authentic Cuban rum, loved by bartenders and consumers alike for its depth, versatility and unmistakable Cuban character. This new design brings the quality of the liquid to life in an even more premium and contemporary way, helping shoppers navigate the category while celebrating the heritage and craftsmanship that make Havana Club so special. Importantly, while the look has evolved, the award-winning rum inside remains exactly the same."

The new bottle also celebrates Havana Club's enduring connection to Cuba's rich cocktail culture. Born from the light style of Cuban rum that evolved alongside the island's world-famous serves, **Havana Club Añejo 7 Años** is the perfect expression for elevating classic cocktails while offering exceptional depth for sipping.

At the heart of the launch sits the "Golden Mojito" – a signature serve that demonstrates how **Havana Club Añejo 7 Años** elevates the iconic Mojito by replacing white rum with greater depth, warmth, and a more complex flavour.

The global release will be supported through a major 360 activation campaign spanning trade advocacy, a digital reveal and enhanced off-trade visibility, culminating during the Havana Club Cocktail Maestros Global Finals in September.

The new look for **Havana Club Añejo 7 Años** will roll out across European markets including France, Germany, Italy, Spain, the UK and Benelux this summer, before expanding internationally. Bottled at 40% ABV, it will continue to be available at the existing RRP.

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