

Aspri Spirits Partners with Flor de Caña to Accelerate Premium Rum Growth in India

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Aspri Spirits, India's largest alco-beverage distribution company by brand portfolio size, has announced a strategic partnership with Flor de Caña, the globally acclaimed premium rum from Nicaragua, to strengthen and expand the premium rum category in India.

The collaboration marks Flor de Caña's focused entry and expansion into India through Aspri Spirits' extensive distribution, marketing and brand-building capabilities, bringing one of the world's most awarded and sustainably crafted rums to discerning Indian consumers.

India's rum market is undergoing a significant transformation, driven by premiumisation, evolving consumer preferences, cocktail culture, and rising demand for authentic global spirits. According to industry estimates, the Indian rum market was valued at Rs 236 billion in FY2025 and is projected to reach Rs 359 billion by 2030, growing at a CAGR of 8.7 per cent. While dark and golden rum continue to dominate the category, white rum is emerging as the fastest-growing segment, reflecting the growing popularity of contemporary rum cocktails and premium drinking experiences.

Against this backdrop, Aspri Spirits and Flor de Caña aim to elevate consumer appreciation for premium rum through education, experiential activations, bartender engagement and strategic presence across key on-trade and retail channels.

Founded in 1890 and produced at the base of an active volcano in Nicaragua, Flor de Caña is recognised globally for its naturally aged, additive-free rums and its leadership in sustainability. The brand is carbon-neutral and Fair Trade certified, making it one of the most sustainable spirits brands in the world.

Through this partnership, Indian consumers will gain access to Flor de Caña's award-winning portfolio, including:

- Flor de Caña Extra Seco 4 Year – A crisp and versatile white rum with tropical notes and vanilla nuances.
- Flor de Caña Gran Reserva 7 Year – An elegant sipping and cocktail rum with notes of toasted coconut, honey and dark chocolate.
- Flor de Caña Centenario 12 Year – A premium, naturally aged rum offering flavours of vanilla, baked apples and honey.
- Flor de Caña Centenario 18 Year – A refined ultra-premium sipping rum with exceptional depth, complexity and a long oaky finish.
- Flor de Caña Spresso – An innovative coffee liqueur featuring rich coffee, chocolate and vanilla notes.