

MÁXIMO  
RON EXTRA AÑEJO

# SOMETIMES

- the best way to find something -  
**IS TO BURY YOUR HEAD IN THE SAND.**

☞ WHERE A MYSTERY IS NOT BEING SOLVED, BUT DISTILLED. ☞

IT IS 1945 AND A ROOM HAS DISAPPEARED AS IF IT FELL OFF THE FACE OF THE EARTH: THE AMBER ROOM. ONE OF THE MOST SPECTACULAR SEARCH OPERATIONS IN HUMAN HISTORY BEGINS. ALMOST EVERYWHERE.



#### THE AMBER EXPEDITION.



SINCE THEN, thousands of experts have been turning the world upside down. Historians. Archaeologists. Treasure hunters. First it was believed to be in Russia, among the ruins of the old *Königsberg Castle*. But nothing was found. The next clues led to the *Wilhelm Gustloff*, a sunken NAZI passenger ship. But still no sign of it. Even the EAST GERMAN STASI is suspected to have had a hand in it. Like with anything that disappeared at that time.

#### THE SEARCH GOES ON.



THE SOLUTION fails to appear. But one country was not searching from the outset. One country is watching the whole rigmarole impassively. One country is relaxing: *Cuba*. In the evening Cubans sit in groups, and if you look very closely you can see a faint smile on the face of every one of them. One eye on the glass before them, the other on the bottle: Havana Club Máximo Extra Añejo.

#### TEAR OF FORTUNE.

BEFORE YOU DRINK it there's a ritual. One drop of the Havana Club is dedicated to the ground. One tear - *Lágrima* - for the Cuban soil, in gratitude to the spirits of their homeland. And as a sign of respect to their old traditions. Their pride. Their devotion to everything grown in the warmth of Cuba's soil. That's what Cubans say.

#### THE COLOR OF GOLD.



TWO OLD STORIES that seem to have nothing in common at all. The missing AMBER ROOM. And *Lágrima*. Then you take a look at the Máximo Extra Añejo. The noblest rum that ever kissed the floor of an old oak vat. It shines. It sparkles. It has tales to tell. Another Cuban lets a tear slip to the ground. He smiles. He will keep the secret. Like all Cubans do. But in the bottle on the table, one last sip remains as proof. AMBER-COLORED.



EL RON DE CUBA

[havana-club.com](http://havana-club.com)