

AWARD-WINNING LA MARIELITA INTRODUCES NEW FOUR-YEAR AGED RUM

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/EINPresswire.com/ -- [La Marielita](#) announces the launch

of its new 4-Year-Aged Rum, a lighter expression crafted for mixing that builds on the character of its flagship 18-year-aged rum. Founded by Cuban-American entrepreneur Janet Diaz-Bonilla, the brand expands its collection with a rum that carries its heritage into the cocktail glass.

“

Coming to this country as a Marielita and a refugee shaped so much of who I am. With La Marielita, I want to honor that chapter of our history and share the resilience and creativity of Cubans.”

Janet Diaz Bonilla

Crafted in Panama alongside renowned Cuban master blender Francisco José “Don Pancho” Fernández Pérez, the four-year expression complements the depth of La Marielita’s 18-year sipping rum. The launch gives the collection a broader range of occasions, from a carefully prepared cocktail to a neat pour of the flagship. For those first discovering the brand through a mixed drink, the four-year offers an introduction to the story and craftsmanship that define La Marielita.

For Diaz-Bonilla, the story behind La Marielita began in 1980, when she fled Cuba at age six during the Mariel boatlift. Her father, imprisoned for his political beliefs, had been granted permission to leave with his family. Their journey included two months in a military-run refugee camp in Arkansas before they began building a new life in the United States.

The brand’s name honors the marielitos, whose journeys marked a defining chapter in Cuban-American history. Each expression carries that history forward, reflecting Diaz-Bonilla’s pride in her roots and the freedom her family found.

The new four-year expression adds a brighter, more approachable character to the collection. Delicate orange blossom notes meet toasted coconut before unfolding into velvety caramel tones. Its lighter profile brings those flavors into cocktails, pairing naturally with the fresh lime of a Daiquiri or the mint of a Mojito. It offers a versatile introduction to La Marielita while carrying forward the care and craftsmanship behind its 18-year flagship.

La Marielita’s flagship matures for a minimum of 18 years in American white oak casks that previously held bourbon. It is a true age-statement rum, not a solera blend, with notes of

caramel, vanilla, and cacao. The four-year builds on that foundation, expanding a collection of Panamanian-crafted rums rooted in Cuban heritage and the expertise of master blender Francisco José “Don Pancho” Fernández Pérez.

That heritage also finds expression in the bottle’s artwork by Cuban-American artist Humberto Benítez. Known for celebrating the Cuban diaspora, Benítez brings a visual connection to the culture and history that inspired La Marielita.

About La Marielita

Founded by Janet Diaz-Bonilla, La Marielita is a rum brand inspired by her family’s journey from Cuba to the United States during the 1980 Mariel boatlift. Crafted in Panama in collaboration with Cuban master blender Don Pancho, its collection includes an 18-year-aged flagship sipping rum and a new four-year-aged expression designed for mixing. Together, they offer distinct ways to experience a brand rooted in Cuban heritage.

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Founder Janet Diaz Bonilla with the 18-year Flagship Formula

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