

# RON ARTESANO

## 2022 Report

## *Dear investors,*

Dear friends & investors...2022 was a tough year, but we got thru it and closed with a bang. We have product, people are loving our rums and great things are happening. We raised \$250,000 from a private investor that truly believes in us and now a few things will happen:

We will increase production and finished product inventory. / We will attack aggressively the local market / We will pursue export opportunities to USA, Canada, Caribbean & Europe. In terms of innovation, we will produce Artesano Madera, a 3 liter barrel filled with Artesano Añejo to be sold exclusively in Puerto Rico, and 2 limited productions that will be disclosed in detail very soon. The future looks bright! Thank your for your support!

### **We need your help!**

Our investors can help by spreading the word about Ron Artesano, ordering online, buying the rums in their favorite stores, sharing our social media post and asking for the rums in all bars & restaurants they visit, so one of 2 things happen: 1) You consume the brand where you go. 2) You create demand and the business will have to buy the brand to please their customers. Go out, talk to people and share our story!

*Sincerely,*

*Javier Herrera*

Rum Maestro

*Ernie Torres*

CFO

*Jose J. Muñoz Gonzalez*

Founder & CEO

## Our Mission

In 5 years, we plan to be selling Ron Artesano in Puerto Rico, USA, Caribbean, Canada, Spain, Germany, Czech Republic and France.

[See our full profile](#)



## How did we do this year?

### Report Card

B-



#### The Good

What we produced, we sold.

We won a gold medal for both our rums from American Distilling Institute & Silver ASCOT Spirit Festival

We raised \$250,000 from a private investor just before end of 2022.



#### The Bad

We ran out of stock of our top seller, RonArtesano Anejo for 5 months due to supply chain challenges (world-wide bottle shortage)

Cash flow constrains. Money did not come in as fast as expected caused by our out of stock

## 2022 At a Glance

January 1 to December 31



\$49.301



-\$93.796



\$4.819

Revenue

Net Loss

Short Term Debt

**\$260,000**

Raised in 2022

**\$60,000**Cash on Hand  
As of 10/12/22

# We ♥ Our 424 Investors

## Thank You For Believing In Us

Cesar Rolon	Ana Maria Cintron	Craig J. Vom Lehn	Neil Sircar	Alan Mikahil Urayoan Tave...	Rosalyn De Leon	Gabriel Reilly
Croix Thompson	Nelson J. Gonzalez Camac...	Carlos Rivera-Ortiz	Herbert Pagan	Todd Folk	Alberto E. Calderon	Ian Jamieson
Xavier Lopez-Mas	Jose A. Mercado	Ulises Perez-Sanchez	La Monte Wayne Peters	Ricardo Gonzalez	Elizabeth Lumbattis Chal...	Catherine L. Buchanan
Angel Nunez	Guifre Tort	Nicholas Heyward	Javier I. Rodriguez	Martin Cintron	Maria M. Vazquez Laureano	Nelson Cruz
Victor Lleras	Victor Lleras	Jose J. Muñoz Gonzalez	Cesar Rolon	Jackeline Rodriguez	Angel Nunez	Javier I. Rodriguez
Fernando Flash Melendez	Reynaldo Pantoja Guevara	Jonathan Melendez	Mario Rodriguez	Maria M. Vazquez Laureano	Sylvia Ramirez	Michael Colón
Jose Hiram Corcino	Malla Rodriguez	Dustin Schouten	Kelly Allison	Phil Edelen	William Lee	Adi Martinez Roman
Roderick Herron	M. Marie Pagán	Michael REID	David M. DeValdivielso	Luis Ricardo Jiménez San...	David Dulak	Carlos Santiago
Lisa Heinz	Stephan Meyers	Efrén David Robles	Carlos Borrego	Carlos Colmenares	Willie Bidot	José E. Martell Rodríguez
Eldred Resto	Wanda Ferrer Gregory	Jessica Morales Velázquez	Mariza Marrero	Dennis Yadiel	Ruth Morillo	Pepe Munoz
Janefix Diaz Ramos	Jose Orench-Lugo	Carlos E. Figueroa	Aaron Boyce	Manolo Vega	Candido Alfonso	Abdiel Acevedo
Miguel V. Matos Morillo	Axel Quiñones Delgado	Angel Aponte	Cindy Dessiree Perez	Edgar Davila Garcia	Viviana Zayas	Benjamin Zenner
José Flores	Alexandra Soto	Yamil Asusta	Fabian Fernandez	Jorge Gonzalez Billy Joe	Luis Casanova	Willy Benítez
Cristian J. Oquendo Merc...	Tysheika Brown	Héctor J. Quiñones	Ricardo Colon-Mendez	Jose D. Cedeno	Enid Terón	Edwin A. Rodríguez Hdz.
Antoinette M. Spillers	Carlos A. Colon	Luis Guzman Vega	Marvin Anderson	Yinet Ocasio Nieves	Angel Luis Benitez Almod...	José Antonio Serrano
Joel Vazquez Jaime	Renato Ben	Juan Pablo Rojas	Kevin Rodriguez	Raul Alejandro Luyanda...	Edward X. Reyes	William Rivera
Gerardo José Santiago R...	Juan A. Padilla	Rafael Javier Matos Melén...	Raul David Villalobos	John Bozek	Eliezer Fernandez Gomez	Julio M. Santiago Rios
Bridget Gentleman	Marisol Luna	Jesús Santiago Rivera	Luis Burgos	Randolph Wright	David Sierra	Juan Garcia
Edgar Rivera	Sammy Mejias	Julio Rosado	Carlos Javier Cañuelas Pe...	Daniel McNamee	William A. Torres	Jose A. Ortiz Noriega
Gabriel Torres	Dennis Martinez	Angel Rios	Julio Rodriguez	Jose L. Rodriguez	Jose Tony Rodriguez	Dianilda Reyes
Jose Juan Diaz Caballero	Enrique Rivera	Johanairi Pagán	Javier Hernandez	Javier Hernandez	Juan Carlos Narvaez	Juan Carlos Narvaez
Angelica Pacheco	Enid Terón	Jose Juan Diaz Caballero	Benjamin Zenner	Gerardo José Santiago R...	Enrique COSTAS	Karem M. Perez
Fernando Rivera	Dennis Martinez	Pedro Rinaldi	Gabriel Broche	Irisaida Zednem	Kevin Rodriguez	Raul David Villalobos
Alejandro Febres	Carlos Daniel	Jose Velazquez	Jeffrey Rodriguez	Rafael González Ramos	Antonio Mason	Thomas L. Fairchild
Christopher Vestin	Daniel Oberheuer	Jorge Marrero	Timothy Matthews	Oscar GOMEZ	Jorge Cosme	Gerardo Rivera
Sajo Ruiz	Brian Burgos	Kimberly Ayala	Fernando Alarcón Ocasio	Nicole Peña	Dennis G. Ducós	Richard Quinlan
Rafael Avilés Pastrana	Tiffany Kao	Milton Burgos	Jonathan Wiseman	Gabriel Pagan	Carmen Julita Ralat	Jacobus Dirk Spreeuwen...
Andrew Spears	Michael Daniels	Brendan Williams	Noel Carretero	Brad Tanner	Ricardo Beltrán Gaitán	Brian Fischer
Tom Theriault	Carlos Cabeza	Michael Coussan	Lee Szam	Max Bertolotti	Christopher Carr	Matt Burk
Jim Uehling	Luis Jiménez	Elsio R. Negron	Arlene Heredia	Karthik Thenkondar	Luis Suira	Joel Serrano Gonzalez
Carlos Humberto Conde ...	Carlos Santana	Victor Garcia	Russell G. Lewis	Eva Sendi	Nathzul Cintron	Romano Zampierolillo
Leslie Cofresi	Carmelo Santana Lopez	Jose Luis Martinez	Sarah Viruet	Oswaldo Negron	Carola McCullough	Juan Ledesma
Fidencio Aldamuy	Jose Flores	Cristina Storer	Antonio Quevedo	Ricardo Diaz	Neri Guzman	Vilma Alvarado Torres
Dave W. Perez	William Febres	Efraim Velazquez	Jose Ernesto Torres	Fernando Torres	Guillermo Camacho	Hector Gutierrez
Edgar A. Roldan	Luz Nereida Acevedo Sali...	Jesus M. Santiago Rosado	Anthony Giannotti	Peter Rebrin	Alexis D. Torrado	Carlos Bosques
Brenda Hernández	Silvia Goicoechea	Julio Cesar Osuna	Christopher Chesworth	Damary Ferrer	Mary Cuevas	Denisse Mollfulleda
Luis A. Munoz MERCADO	Maria Morales Tapia	Susette Drew	Liam McGhee	Niurka Adorno-Davies	Gladys Colon	Jorge D. Vazquez
Oscar Cedeno Ojeda	Efraín Santiago	Rafael Ruiz	Luis Felipe Román Herna...	Juan Gonzalez Mejias	Xavier Santiago	Nabor Rodriguez
Amit Kumar Thakur	Theodore Pashko	Douglas Abell	Angel Soto	Keysha Nazario	Amarilis Torres	Luis Irizarry Velez
Nelson Vega	Jose Montes	Jose O. Rodriguez RIVERA	Jaqueline Torres	Eduardo Berrios Ortiz	Marie Mañón	Carlos Oscar Cruz Rivera
Sebastian Rodriguez Gom...	Fernando Del Llano	Jenny M. Maldonado	Marilyn Rivera	Luis Marin	Roberto Rosa	Adriel Lacerda
Stephan Roche	Jose A. Rodriguez	Telesforo Fernandez	Jeffrey Jay De Leon Torre...	Andres UCROS	Gloria Anqueira Rivera	Pedro M. Anibarro-Diaz
Omar Velazquez	Luis R. Rodriguez Perez	Victor Sallaberry Rodrigu...	Manuel A. Otero	Steven Gray	Daniel Gali	Ramiro Bautista
Mario Luis Diaz Burgos	John Roberts	Yamil Perez Ventura	Tabari Mason	Elvin Vargas	Pedro Rodriguez	Christopher Gunn
Matthew Trevor Harbison	Elizan Morales	Manuel A. Fernández León	Ruben Lucena	Todd L. Edhlund	Adrienne G. Salazar	Tatiana Ortiz RODRIGUEZ
Nelson Ramos	Luis A. Madera	Juan Diaz	Ruben Lucena	Nomar Roman	Juan Carlos Román Vega	Wilfredo Maldonado
Paul Handke	Hector L. Pabon SR	Jose Torres	T. Naryl Hines	Jose R. Rodriguez	Edwin González-Correa	Carlos Davila
Leticia Moreno Vega	Angel G. Marrero	Javier Caquias Velazquez	Luis Pena	Albet Gonzalez	Diego M. Gonzalez-Lazzar...	Daniel Carde Sanchez
Antonio Casillas-Bond	Julio Colon	Jose J. Tornado OJEDA	Rubén RODRIGUEZ	Ana D. Rodriguez Soria	Angel L. Ortega >	Angel Lucena
Scott Moseley	Michael Scott Mitchell	Efrain Villafañe	Antonio Iguina	Javier Ortega	Joshua Helsel	Micah Freedman
Orlando Baez Perez	Javier A. Cruz Aponte	Alfred Chisholm	Gustavo Rodriguez Rosario	Joel Nazario Cortes	Melquiades Torres	Javier Rivera Matos
Robert Kann	Samuel Serrano Morales	Adrian Lungu	Luis Fernández	Thomas Olmo	Edwin Ayala	Javier Hernández
Eliesel G. Lacerda	Henry Carrion	Juan Carlos Rondon	Angel Piñeiro	Kenneth Roberts	Pablo Alexander Parés Go...	Felix Caraballo
Carlos I. Santos	Zamounte Whitted	José A. Cruz Ortiz	Javier Caquias Velazquez	Javier Caquias Velazquez	Javier Caquias Velazquez	Manuel A. Otero
Manuel A. Otero	Jessica Negron	Jessica Negron	José Oliveras	Jose R. Rodriguez	Joel Laguna	Joel Laguna
Joel Laguna	Angel Padilla	Yaritza Negron	Malcom Diaz Garcia	Rodolfo Salas	Ramon Rodriguez	Antonio Diaz
Mizael Sanchez	Maria Veronica Merced Fe...	Jose Toral	Omar Negron Judice	José R. Rodriguez	Jose O. Rodriguez RIVERA	Ruben Lucena
Rafael Flores	Anthony ABRAHAMSON	Edgar A. Roldan	Gilberto De JESUS	Javier Hernández	Arvin Aponte	AB Diel A. NAVARRI
Xavier Santiago	Domingo Figueroa	David De Sevilla	Cesar Matos	Enrique R. Maldonado	Xavier Rivera Garcia	Wildaomaris Gonzalez
Jaime Velez	Gadiel Perez Vazquez	Heriberto Crespo	Stephan Roche	Sonia Maldonado	Lore S. Gonzalez	Angel Lucena
Josue GONZALEZ	Apriyl Gibson	Edwin Alexis Ramos	Jonny Price			

# Thank You!

## From the Ron Artesano Team



**Javier Herrera**  
Rum Maestro



**Jose J. Muñoz Gonzalez**  
Founder & CEO



**Luis J Cruz-rivera**  
Chief Operations Officer -  
Distillery

## Details

### The Board of Directors

DIRECTOR	OCCUPATION	JOINED
<a href="#">Jose Torres</a>	Financial Consultant @ Self-Employed	2022
<a href="#">Javier Herrera</a>	Rum Maestro @ Self-Employed	2020
<a href="#">JOSE J. MUNOZ GONZALEZ</a>	President, Artesano @ ARTESANO SPIRITS, CORP	2020
<a href="#">LUIS JOSE CRUZ RIVERA</a>	COO @ ARTESANO SPIRITS, CORP	2020

### Officers

OFFICER	TITLE	JOINED
<a href="#">Jose Torres</a>	CFO Treasurer	2022
<a href="#">JOSE J. MUNOZ GONZALEZ</a>	CEO President	2020
<a href="#">LUIS JOSE CRUZ RIVERA</a>	Vice President Secretary	2020

### Voting Power <sup>?</sup>

HOLDER	SECURITIES HELD	VOTING POWER
JOSE J. MUNOZ GONZALEZ	800 Common Stock	32.0%
DESTILERIA CRUZ, CORP	800 Common Stock	32.0%
Javier Herrera	800 Common Stock	32.0%

### Past Equity Fundraises

DATE	AMOUNT	SECURITY	EXEMPTION
12/2020	\$215,815		4(a)(6)
02/2021	\$3,500	Safe	Section 4(a)(2)



12/2022	\$50,000		Section 4(a)(2)
12/2022	\$200,000	Preferred Stock	Section 4(a)(2)
12/2022	\$10,000		Section 4(a)(2)

The use of proceeds is to fund general operations.

#### Convertible Notes Outstanding

ISSUED	AMOUNT	INTEREST	DISCOUNT	VALUATION CAP	MATURITY
12/15/2022	\$50,000 <sup>(2)</sup>	9.0%	0.0%	\$1,500,000	12/15/2024
12/28/2022	\$10,000 <sup>(2)</sup>	9.0%	0.0%	\$3,000,000	12/28/2025

#### Outstanding Debts

None.

#### Related Party Transactions

Name	Destileria Cruz Corp
Amount Invested	\$0
Transaction type	Priced Round
Issued	06/13/2020
Relationship	Common Ownership

*Destileria Cruz Corp, is a related party due to common ownership. It has the exclusive rights to produce Artesano Rum Corporation products for 3 years.*

*Destileria Cruz is a partner in the business, and they will be the manufacturing partner for Artesano. Why do it that way? This means Artesano gets the benefit of having a distillery, without the overhead of a distillery. We basically purchase at cost+ finished product from Destileria and we manage the brand and business development. That makes possible positive numbers very early on the business cycle (not guaranteed).*

#### Capital Structure

CLASS OF SECURITY	SECURITIES (OR AMOUNT) AUTHORIZED	SECURITIES (OR AMOUNT) OUTSTANDING	VOTING RIGHTS
Common Stock	10,000	2,495	Yes
SECURITIES RESERVED FOR ISSUANCE UPON EXERCISE OR CONVERSION			
Warrants:	0		
Options:	0		

#### Risks

COVID-19: Since December 31, 2019 the spread of COVID-19 has severely impacted many local economies around the globe. In many countries, businesses are being forced to cease or limit operations for long or indefinite periods of time. Measures taken to contain the spread of the virus, including travel bans, quarantines, social distancing, and closures of non-essential services have triggered significant disruptions to businesses worldwide, resulting in an economic slowdown. Global stock markets have also experienced great volatility and a significant weakening. Governments and central banks have responded with monetary and fiscal interventions to stabilize economic conditions.

The duration and impact of the COVID-19 pandemic, as well as the effectiveness of government and central bank responses remains unclear currently. It is not possible to reliably estimate the duration and severity of these consequences, as well as their impact on the financial position and results of the Company for future periods. Note: this disclosure assumes there is no significant doubt about the entity's ability to continue as a going concern.

Big brands could block our entrance in major supermarkets or liquor store chains since we will not be able to compete with our smaller budget.

It's important to achieve relevancy to industry stakeholders and implement business model where we can facilitate some level of ownership so we can better compete with big brands.

Trade execution supervision will have to be delegated in part to distributors to keep operational costs low in every market.

The Company may never receive a future equity financing or elect to convert the Securities upon such future financing. In addition, the Company may never undergo a liquidity event such as a sale of the Company or an IPO. If neither the conversion of the

Securities nor a liquidity event occurs, the Purchasers could be left holding the Securities in perpetuity. The Securities have numerous transfer restrictions and will likely be highly illiquid, with no secondary market on which to sell them. The Securities are not equity interests, have no ownership rights, have no rights to the Company's assets or profits and have no voting rights or ability to direct the Company or its actions.

We need to create business development structures to properly handle all international markets.

Our future success depends on the efforts of a small management team. The loss of services of the members of the management team may have an adverse effect on the company. There can be no assurance that we will be successful in attracting and retaining other personnel we require to successfully grow our business.

### **Description of Securities for Prior Reg CF Raise**

Additional issuances of securities. Following the Investor's investment in the Company, the Company may sell interests to additional investors, which will dilute the percentage interest of the Investor in the Company. The Investor may have the opportunity to increase its investment in the Company in such a transaction, but such opportunity cannot be assured. The amount of additional financing needed by the Company, if any, will depend upon the maturity and objectives of the Company. The declining of an opportunity or the inability of the Investor to make a follow-on investment, or the lack of an opportunity to make such a follow-on investment, may result in substantial dilution of the Investor's interest in the Company.

Issuer repurchases of securities. The Company may have authority to repurchase its securities from shareholders, which may serve to decrease any liquidity in the market for such securities, decrease the percentage interests held by other similarly situated investors to the Investor, and create pressure on the Investor to sell its securities to the Company concurrently.

A sale of the issuer or of assets of the issuer. As a minority owner of the Company, the Investor will have limited or no ability to influence a potential sale of the Company or a substantial portion of its assets. Thus, the Investor will rely upon the executive management of the Company and the Board of Directors of the Company to manage the Company so as to maximize value for shareholders. Accordingly, the success of the Investor's investment in the Company will depend in large part upon the skill and expertise of the executive management of the Company and the Board of Directors of the Company. If the Board Of Directors of the Company authorizes a sale of all or a part of the Company, or a disposition of a substantial portion of the Company's assets, there can be no guarantee that the value received by the Investor, together with the fair market estimate of the value remaining in the Company, will be equal to or exceed the value of the Investor's initial investment in the Company.

Transactions with related parties. The Investor should be aware that there will be occasions when the Company may encounter potential conflicts of interest in its operations. On any issue involving conflicts of interest, the executive management and Board of Directors of the Company will be guided by their good faith judgement as to the Company's best interests. The Company may engage in transactions with affiliates, subsidiaries or other related parties, which may be on terms which are not arm's-length, but will be in all cases consistent with the duties of the management of the Company to its shareholders. By acquiring an interest in the Company, the Investor will be deemed to have acknowledged the existence of any such actual or potential conflicts of interest and to have waived any claim with respect to any liability arising from the existence of any such conflict of interest.

### Minority Ownership

An Investor in the Company will likely hold a minority position in the Company, and thus be limited as to its ability to control or influence the governance and operations of the Company.

The marketability and value of the Investor's interest in the Company will depend upon many factors outside the control of the Investor. The Company will be managed by its officers and be governed in accordance with the strategic direction and decision-making of its Board Of Directors, and the Investor will have no independent right to name or remove an officer or member of the Board Of Directors of the Company.

Following the Investor's investment in the Company, the Company may sell interests to additional investors, which will dilute the percentage interest of the Investor in the Company. The Investor may have the opportunity to increase its investment in the Company in such a transaction, but such opportunity cannot be assured.

The amount of additional financing needed by the Company, if any, will depend upon the maturity and objectives of the Company. The declining of an opportunity or the inability of the Investor to make a follow-on investment, or the lack of an opportunity to make such a follow-on investment, may result in substantial dilution of the Investor's interest in the Company.



As holders of a majority-in-interest of voting rights in the Company, the shareholders may make decisions with which the Investor disagrees, or that negatively affect the value of the Investor's securities in the Company, and the Investor will have no recourse to change these decisions. The Investor's interests may conflict with those of other investors, and there is no guarantee that the Company will develop in a way that is optimal for or advantageous to the Investor. For example, the shareholders may change the terms of the articles of incorporation for the company, change the terms of securities issued by the Company, change the management of the Company, and even force out minority holders of securities. The shareholders may make changes that affect the tax treatment of the Company in ways that are unfavorable to you but favorable to them. They may also vote to engage in new offerings and/or to register certain of the Company's securities in a way that negatively affects the value of the securities the Investor owns. Other holders of securities of the Company may also have access to more information than the Investor, leaving the Investor at a disadvantage with respect to any decisions regarding the securities he or she owns. The shareholders have the right to redeem their securities at any time. Shareholders could decide to force the Company to redeem their securities at a time that is not favorable to the Investor and is damaging to the Company. Investors' exit may affect the value of the Company and/or its viability. In cases where the rights of holders of convertible debt, SAFES, or other outstanding options or warrants are exercised, or if new awards are granted under our equity compensation plans, an Investor's interests in the Company may be diluted. This means that the pro-rata portion of the Company represented by the Investor's securities will decrease, which could also diminish the Investor's voting and/or economic rights. In addition, as discussed above, if a majority-in-interest of holders of securities with voting rights cause the Company to issue additional stock, an Investor's interest will typically also be diluted.

#### Restrictions on Transfer

The securities offered via Regulation Crowdfunding may not be transferred by any purchaser of such securities during the one year period beginning when the securities were issued, unless such securities are transferred:

- to the issuer;
- to an accredited investor<sup>2</sup>;
- as part of an offering registered with the U.S. Securities and Exchange Commission; or
- to a member of the family of the purchaser or the equivalent, to a trust controlled by the purchaser, to a trust created for the benefit of a member of the family of the purchaser or the equivalent, or in connection with the death or divorce of the purchaser or other similar circumstance.

#### **Valuation Methodology for Prior Reg CF Raise**

The offering price for the securities offered pursuant to this Form C has been determined arbitrarily by the Company, and does not necessarily bear any relationship to the Company's book value, assets, earnings or other generally accepted valuation criteria. In determining the offering price, the Company did not employ investment banking firms or other outside organizations to make an independent appraisal or evaluation. Accordingly, the offering price should not be considered to be indicative of the actual value of the securities offered hereby.

The initial amount invested in a SAFE is determined by the investor, and we do not guarantee that the SAFE will be converted into any particular number of shares of Preferred Stock. As discussed in Question 13, when we engage in an offering of equity interests involving Preferred Stock, Investors may receive a number of shares of Preferred Stock calculated as either (i) the total value of the Investor's investment, divided by the price of the Preferred Stock being issued to new Investors, or (ii) if the valuation for the company is more than the Valuation Cap, the amount invested divided by the quotient of (a) the Valuation Cap divided by (b) the total amount of the Company's capitalization at that time. Because there will likely be no public market for our securities prior to an initial public offering or similar liquidity event, the price of the Preferred Stock that Investors will receive, and/or the total value of the Company's capitalization, will be determined by our board of directors. Among the factors we may consider in determining the price of Preferred Stock are prevailing market conditions, our financial information, market valuations of other companies that we believe to be comparable to us, estimates of our business potential, the present state of our development and other factors deemed relevant. In the future, we will perform valuations of our stock (including both common stock and Preferred Stock) that take into account, as applicable, factors such as the following:

- unrelated third party valuations;
- the price at which we sell other securities in light of the relative rights, preferences and privileges of those securities;
- our results of operations, financial position and capital resources;
- current business conditions and projections;

- the marketability or lack thereof of the securities;
- the hiring of key personnel and the experience of our management;
- the introduction of new products;
- the risk inherent in the development and expansion of our products;
- our stage of development and material risks related to our business;
- the likelihood of achieving a liquidity event, such as an initial public offering or a sale of our company given the prevailing market conditions and the nature and history of our business;
- industry trends and competitive environment;
- trends in consumer spending, including consumer confidence;
- overall economic indicators, including gross domestic product, employment, inflation and interest rates; and
- the general economic outlook.

We will analyze factors such as those described above using a combination of financial and market-based methodologies to determine our business enterprise value. For example, we may use methodologies that assume that businesses operating in the same industry will share similar characteristics and that the Company's value will correlate to those characteristics, and/or methodologies that compare transactions in similar securities issued by us that were conducted in the market.

### **Company**

Artesano Rum Corporation

- Puerto Rico Corporation
- Organized July 2020
- 3 employees

Villas del Este 7  
San Juan PR 00926

<http://www.ronartesano.com>

### **Business Description**

Refer to the [Ron Artesano](#) profile.

### **EDGAR Filing**

The Securities and Exchange Commission hosts the [official version of this annual report](#) on their EDGAR web site. It looks like it was built in 1989.

### **Compliance with Prior Annual Reports**

Ron Artesano has previously not complied with the reporting requirements under Rule 202 of Regulation Crowdfunding.

Late Annual Report filing

### **All prior investor updates**

You can refer to the company's [updates page](#) to view all updates to date. Updates are for investors only and will require you to log in to the Wefunder account used to make the investment.

**Say Hello**  
Questions? Ideas? Love Letters?



Say something nice....

SUBMIT COMMENT



You're the first one here!

Early people don't usually get a prize, so here's a love letter from us.