

Excerpt of translation from Spanish to English carried out by Vera Ciria
Ejemplo de traducción de castellano a inglés realizado por Vera Ciria

LEYENDA RITUAL - COMUNICADO DE PRENSA

El origen del ron Seven Tiki está ligado a la tradición mitológica fijiana. Cuenta la leyenda que muchas lunas atrás, antes de que el mundo fuera como lo conocemos ahora, los dioses vivían en el cielo. Pero aunque parezca imposible estaban aburridos, cansados de hacer siempre lo mismo. Hasta que un día los espíritus de los dioses más aventureros decidieron bajar a la tierra a ver cómo era.

Tan pronto como descendieron y empezaron a indagar se quedaron asombrados por la belleza de las islas del pacífico. Así que decidieron que aquella sería su nueva casa. Pero no sabían hacia dónde ir. El océano era infinito. Necesitaban la ayuda de los navegantes más valientes. Entonces escucharon unos gritos que los dejaron impresionados. Procedían de la isla de Hawaiki, hoy conocida como Raiatea, cuna de la cultura de la Polinesia. Allí, unos hombres muy fuertes con la piel tatuada estaban bailando el haka, una danza guerrera. Sus voces desprendían una energía única. Además eran maestros del fuego, lejos de sentir miedo, aquella gente era capaz de jugar con él como si fuera inmune.

RITUAL LEGEND - PRESS RELEASE

The origins of rum Seven Tiki are attached to mythological Fijian tradition. The legend tells that many moons ago, before the world was as we know it today, the gods lived in the heavens. Even though it may seem impossible to believe, they were very bored, tired of always doing the same things. Until one day, the more adventurous gods decided to descend to earth to see what it was like.

As soon as they descended and began to investigate, they were amazed at the beauty of the Pacific Islands. Therefore, they decided that there would be their new home. But they didn't know exactly how to get there. The ocean was infinite. They would need the help of brave navigators. At that moment, they heard great cries which were really quite impressive. These cries preceded from the island of Hawaiki, today known as Raiatea, birthplace of the Polynesian culture. On that island, there were very strong men, with tattooed skin and they were dancing haka, the dance of warriors. Their voices gave off a unique energy. They were also masters of fire; far from feeling fear, these men were able to play with fire as if they were immune.

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