

PAPA'S PILAR FOLLOWS IN ITS ADVENTUROUS ROOTS

Written by Allison Levine

Author Ernest Hemingway, also known as “Papa”, was an adventurer whose writings were inspired by his journeys. Some of his most infamous adventures, including fishing and hunting (and boxing) in the Bimini islands, and greatest stories were inspired by the time spent on his 38-foot customized fishing boat “Pilar”, named after his wife Pauline.

While Papa and his beloved Pilar no longer continue their adventure, Papa’s Pilar, the super-premium rum inspired by Hemingway and his passion for exploration, is following in its forefather’s adventurous path as it makes its way into 10 markets across the U.S.

Named the Best New Rum of 2013, Papa’s Pilar Rum was originally launched in Florida. It is now available in California, Maryland, Massachusetts, Michigan, New Jersey, Rhode Island, Tennessee, Texas and Washington, DC. In addition to its expansion into multiple markets, Papa’s Pilar will be breaking ground on a new distillery in 2014 in Key West, Florida, an island where Hemingway and the Pilar once resided.

Papa’s Pilar was developed in conjunction with Ernest Hemingway’s estate. “Two of my Dad’s favorite rituals were hunting buffalo and enjoying rum, especially a Papa Doble,” said Patrick Hemingway, the second son of Ernest. “From the liquid to the intricacies of the bottle, Papa’s Pilar pays homage to a great man and arguably the world’s greatest adventurer. My Papa would be proud.” And, the Hemingway family

will donate 100 percent of their royalty profits to adventure, conservation and literacy organizations that are important to the family.

Papa’s Pilar Dark and Blonde are born of the finest rums hand-selected from ports-of-call throughout the Caribbean, Central America and the U.S.A. The rums are brought to the states where the team of Master Blenders marries the rums in a unique solera aging and blending process using American Oak Bourbon barrels, Port Wine casks and Spanish Sherry casks. “Papa’s Pilar is the only rum supplier utilizing a solera that contains rums of various ages and sources of supply – each unique in their own right,” said Jay Maltby, lead master blender, Papa’s Pilar. “This exclusive process creates a one of kind liquid that is singular in its creation and final product.”

The adventure doesn’t stop with the process as it continues with the packaging. The distinct bottle shape conjures the memory of an iconic WWII canteen; the etched compass closure encompasses the sense of adventure on land or sea; the lion heads represent nobility; the Rooster on the Medallion pays homage to Key West. And Hemingway’s signature is featured on the backside in an understated way, turning this already beautiful package into a collector’s item.

Hemingway was a rugged individualist and popular author who lived a life of adventure and exploration, and Papa’s Pilar is the rum to rekindle the sense of adventure.



PAPA'S OLD FASHIONED

2 oz Papa's Pilar® Dark Rum
 ½ tsp Demerara or Turbinado
 3 dashes Angostura bitters
 Splash Soda water
 Orange peel
 1 large ice Sphere or cube
 Build in Old Fashion glass,
 muddle ingredients.
 Add rum with large ice.
 Spritz with orange peel and rim the glass.
 Garnish with orange peel.

THE PILAR DAIQUIRI

1.5 oz Papa's Pilar® Blonde Rum
 .5 oz fresh Grapefruit juice
 .75 oz fresh Lime juice
 1 tsp Maraschino liqueur
 1 tsp Sugar
 Shake and strain into a coupe glass.



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* SOLERA AGED & ARTISAN-CRAFTED RUM *