

Rum.



The New World was built upon it.  
Wars were fought over it.  
It served as a form of currency.



It fueled Paul Revere's historic ride.



George Washington insisted it be served at his inauguration.

A mightier, more  
symbolic spirit you'd be  
hard pressed to find.






But, somewhere down the line, rum lost its place in the world.

Instead of the choice of freedom fighters, it became the elixir of the Hawaiian-shirt-clad, tiny-umbrella-drink set.

Instead of brave explorers raising a glass in celebration, it accompanied vacationers set to autopilot.

How did such a revered spirit stray so far from its ties to action?





No one knows for sure, but we suspect it was a recipe consisting of equal parts: fictitious marketing, the rise of cruise and resort culture and the Caribbean's shift from a hotbed of activity to tropical escape.



It's time to get back  
to rum's gutsy roots.

It's time for a rum that  
rekindles the wanderlust  
inside us all.



A bold rum with real integrity, authentically crafted using column and artisanal pot distillation and then solera blended to obtain the richly complex character that echoes rum's extraordinary beginnings.





**Introducing**

**→ paPa's ←**

**PILAR**

A rum inspired by possibly the  
world's greatest adventurer:

Ernest Hemingway



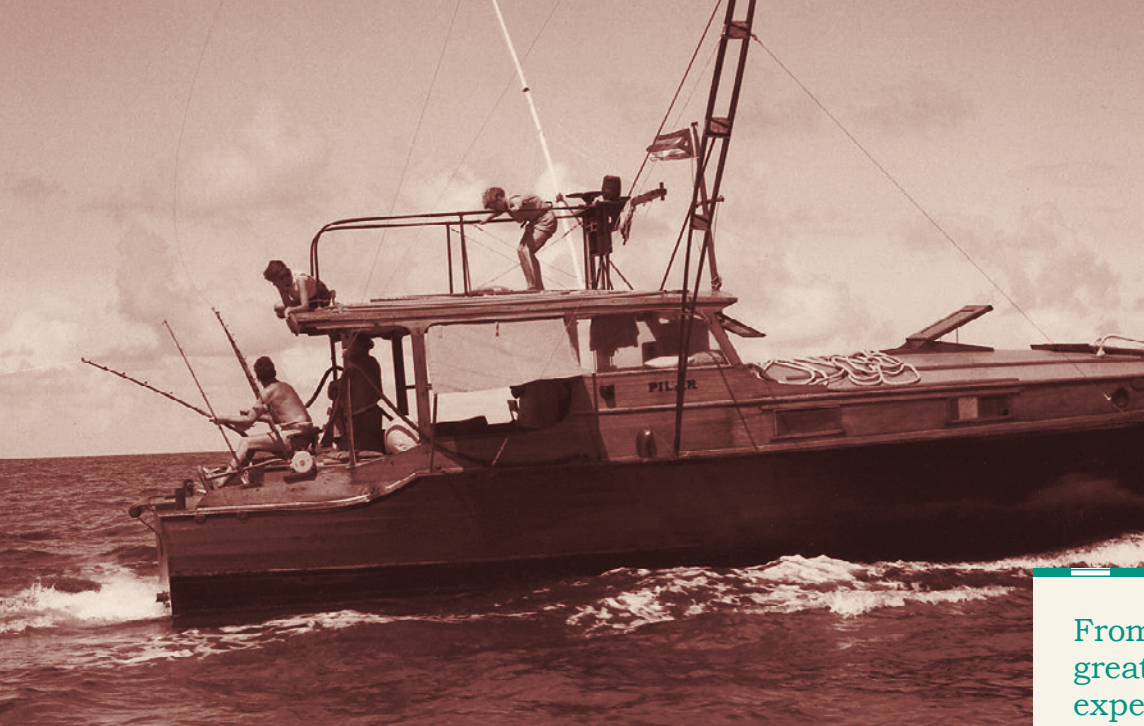


Named for his muse and his one true constant, Pilar is the vessel that allowed America's literary giant to reach beyond the shoreline, feasting on life, and later telling his tales as he sat at his typewriter.

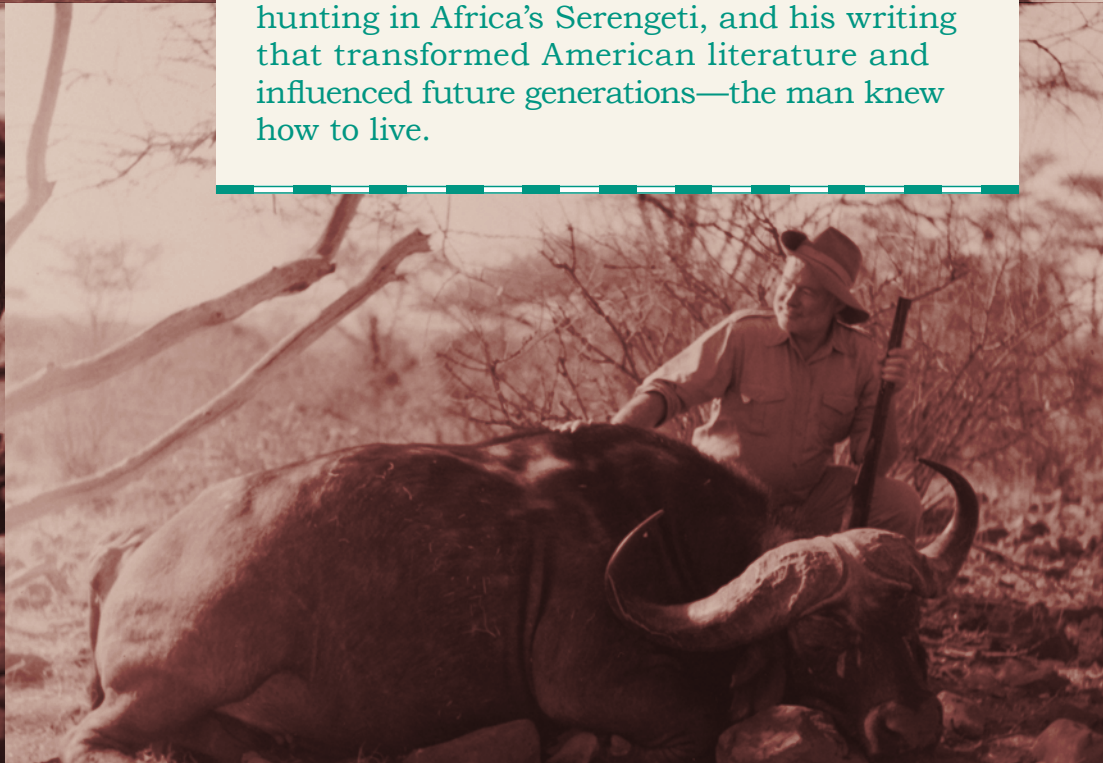
Hemingway was an author, freethinker, adventurer, sportsman and bon vivant. But one thing he was not was a spectator.

He lived an epic life of perpetual motion—and rum was right there with him.





From his time spent in Paris with the era's greatest minds to his record-breaking fishing expeditions in the Caribbean, his big game hunting in Africa's Serengeti, and his writing that transformed American literature and influenced future generations—the man knew how to live.





Papa's Pilar belongs near adventure — a drink to accompany you as you sink your teeth into life — not the slice of pineapple in your piña colada.

You probably won't find Papa's Pilar at a swim-up bar or pouring out of an oversized frozen daiquiri machine.





Papa's Pilar is a rum that pairs well with the open seas, the telling of stories and safari-bound rucksacks.





## PAPA'S PILAR DARK

A richly complex aged blend inspired by Hemingway's adventures on land.



## PAPA'S PILAR LIGHT

A fresh and nuanced rum inspired by Hemingway's adventures at sea.

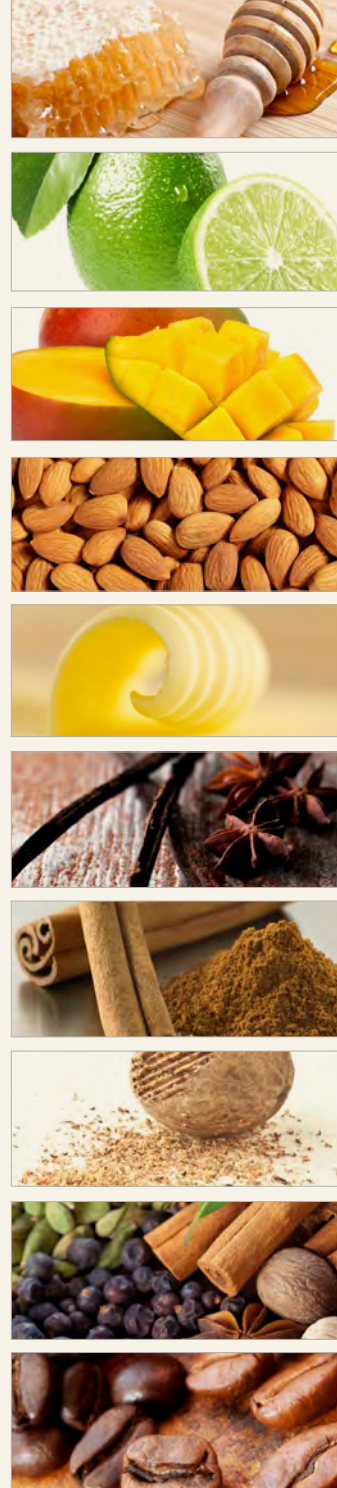
With great attention to product, process and story—every detail of Papa's Pilar was crafted to reclaim rum's rightful place in the spirit world.



**SOLERA AGED IN BOURBON BARRELS & PORT WINE CASKS**



**FINISHED IN SPANISH SHERRY CASKS**





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## PAPA'S PILAR SPECIAL EDITION DARK AND LIGHT

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Thoughtfully designed to keep up with you on your next journey, the leather and canvas jackets beckon the bottle to travel with you. A Moleskine notebook in the front pocket allows you to document those travels.

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The compass cap on the special edition bottle signals the adventurous spirit and fearless curiosity that our brand is all about.





Rum, we're coming for you,  
and we're taking you back  
to where you belong.





The life well lived is the only life  
worth living.

Here's to never being a spectator.

