

INSPIRED BY HEMINGWAY'S TIMELESS SPIRIT



Finesse.

THIS EXCLUSIVE EDITION RELEASE SERVES AS A TIMELESS TRIBUTE TO ERNEST HEMINGWAY, CELEBRATING HIS ADVENTUROUS SPIRIT AND INSATIABLE THIRST FOR LIFE.

MUCH LIKE HEMINGWAY'S ENDURING LITERARY MASTERPIECES, *Finesse.* ENCAPSULATES THE ESSENCE OF AUTHENTICITY, INFUSED WITH PASSION AND AN UNWAVERING COMMITMENT TO UNCOMPROMISING QUALITY.

— PAPA'S —
PILAR
RUM
Ernest Hemingway

CELEBRATING A DECADE OF EXCELLENCE THROUGH AN EXCLUSIVELY LIMITED INAUGURAL RELEASE



MILESTONES ARE MEANT TO BE CELEBRATED IN EXCEPTIONAL WAYS.

AS WE REFLECT UPON OUR INCREDIBLE 10-YEAR JOURNEY, WE FIND IT ONLY FITTING TO PAY HOMAGE THROUGH THE INTRODUCTION OF *Sweet*, OUR INAUGURAL EXCLUSIVE EDITION RUM SET TO BE RELEASED ON HEMINGWAY'S BIRTHDAY – JULY 21, 2023.

EMBODYING THE SPIRIT OF ADVENTURE AND LITERARY BRILLIANCE OF ERNEST HEMINGWAY, THIS REMARKABLE RUM CAPTURES THE VERY ESSENCE OF PAPA'S PILAR, REPRESENTING THE CULMINATION OF A DECADE DEDICATED TO CRAFTING THE FINEST SPIRITS.



PAPA'S
PILAR
RUM
Ernest Hemingway

UNPARALLELED CRAFTSMANSHIP IN EVERY DROP

PRODUCT & PROCESS



ERNEST IS A HARMONIOUS BLEND OF HAND-SELECTED RUMS, EXPERTLY CRAFTED WITH THE UTMOST PRECISION AND MASTERLY BLENDED BY 7TH GENERATION MASTER DISTILLER, RON CALL.

AFTER THE INITIAL AGING PROCESS, IT UNDERGOES A UNIQUE DOUBLE-FINISHING TECHNIQUE THAT SETS IT APART FROM THE REST: FIRST, IN NEW, 36-MONTH AIR-DRIED STAVES IN HEAVY TOASTED AMERICAN WHITE OAK BARRELS, IMPARTING RICH AND ROBUST FLAVORS. IT IS THEN DOUBLE-FINISHED IN BOTH COGNAC CASKS AND ARMAGNAC CASKS.



Ron Call

RUM: XO DOUBLE-FINISHED HAND-SELECTED RUM BLEND

SOURCES: THREE HAND-SELECTED RUMS FROM SOUTH & CENTRAL AMERICA

AGE: RUM BLEND AGED UP TO 23 YEARS OLD

PROOF: 100-PROOF / 50% ALC. BY VOL.

MSRP: \$599

— PAPA'S —
PILAR
RUM
CRAFTSMANSHIP

TASTE UNPARALLELED CRAFTSMANSHIP IN EVERY DROP

PRODUCT & PROCESS



AROMA:

A REFINED AND NUANCED AROMA, GRADUALLY BUILDING IN COMPLEXITY TO REVEAL NOTES OF ROSES, VIOLETS, HAZELNUTS, AND BURNT CITRUS PEEL.

PALATE:

AN INITIAL SUBTLETY IS SOON OVERCOME BY A BOLD AND COMPLEX FLAVOR PROFILE, WHERE A RANGE OF FLAVORS INCLUDING BURNT CITRUS PEEL, TURNED EARTH, TOASTED HAZELNUT, GREEN TEA, CINNAMON, CLOVE, NUTMEG, VANILLA BEAN, DARK CHOCOLATE, AND QUINCE ALL VIE FOR ATTENTION.

FINISH:

THE FINISH IS PARTICULARLY NOTEWORTHY, WITH ITS EXTRAORDINARY LENGTH AND COMPLEXITY THAT SLOWLY EASES YOU BACK TO REALITY WITH LINGERING NOTES OF GREEN TEA, VANILLA BEAN, AND BURNT CITRUS PEEL. ERNEST OFFERS A SENSORY EXPERIENCE THAT IS BOTH THRILLING AND REFINED, WITH ITS INTRICATE INTERPLAY OF FLAVORS AND AROMAS.

BESPOKE COLLECTORS PACKAGING WORTHY OF THE RUM ITSELF PACKAGING & DESIGN



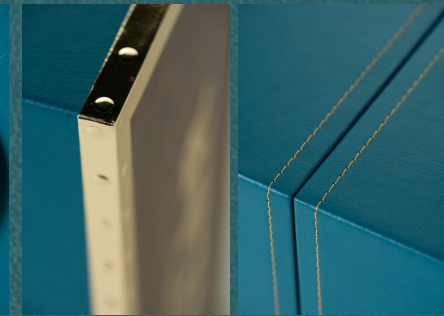
SHOWCASING A METICULOUSLY DESIGNED CRYSTAL DECANTER-STYLE BOTTLE ENCASED IN A SHOW-STOPPING DISPLAY PIECE, THIS EXCLUSIVE EDITION RELEASE IS A TESTAMENT TO TRUE ARTISANSHIP AND SOPHISTICATION.

EVERY DETAIL HAS BEEN THOUGHTFULLY DESIGNED & EXECUTED WITH THE UTMOST PRECISION:

- INSPIRATION PHOTO OF HEMINGWAY AT HIS HOME, FINCA VIGIA IN CUBA, WITH THE DECANTER-STYLE BOTTLE
- CRYSTAL DECANTER BOTTLE WITH CRYSTAL TOP & TRAVEL CORK WITH WOOD & GOLD DETAIL
- REMOVEABLE VALET WITH GOLD PLAQUE
- WOOD SIDING, STYLED AFTER THE ARMAGNAC BARREL FINISH
- CREAM VELVET INSIDES, WITH FINE HAND STITCHING AND GOLD RIVET PIPING

10 THINGS TO KNOW ABOUT *Fuest.*

1. ONLY 400 CRAFTED, EACH FEATURING A HAND-WRITTEN NUMBER ON THE LABEL
2. PHOTO OF ERNEST IN HIS HOME, FINCA VIGIA, CUBA FEATURING ORIGINAL BOTTLE INSPIRATION
3. WOOD ACCENT PANELING WITH GOLD FOIL EMBOSSED CORNERS
4. REMOVABLE LEATHER TRAY WITH GOLD METAL ENGRAVED BRAND PLAQUE
5. GOLD MEDALLION ERNEST LOGO ACCENT
6. SIGNATURE ERNEST LOGO ON GLASS
7. WOOD STYLED AFTER THE ARMAGNAC CASK FINISH
8. AUTHENTICATION CARD WITH BOTTLE NUMBER
9. CRYSTAL DECANTER CORK
10. WOOD/GOLD TRAVEL CORK



CONTENT CURATED TO CAPTURE THE LUXURIOUS RUM & PACKAGE

BIRTHDAY CELEBRATION



CUBA-INSPIRED



LIFESTYLE

ERNEST MESSAGING

THE FINEST CELEBRATIONS IN LIFE DESERVE THE FINEST SIPS

CELEBRATING A DECADE OF EXCELLENCE

- INAUGURAL RELEASE BY THE MAKERS OF PAPA'S PILAR, CELEBRATING 10 YEARS OF RUM MAKING AND INNOVATION
- RELEASE ON ERNEST HEMINGWAY'S BIRTHDAY, 7/21/23 TO SERVE AS A TIMELESS TRIBUTE TO HIM

EMBODYING HEMINGWAY'S TIMELESS SPIRIT FOR INSPIRATION

- EXCLUSIVE EDITION INSPIRED BY A MOMENT IN TIME AT HEMINGWAY'S CHERISHED HOME IN FINCA VIGIA, CUBA
- OUR CRYSTAL DECANTER-STYLE BOTTLE DESIGN REFLECTS ELEGANCE THAT RESONATED THROUGHOUT HIS LIFE

UNPARALLELED CRAFTSMANSHIP IN EVERY DROP

- CRAFTED WITH UTMOST CARE AND PRECISION, ERNEST IS A **GRANDEUR XO DOUBLE-FINISHED** HAND-SELECTED RUM BLEND THAT SHOWCASES THE ARTISTRY AND EXPERTISE OF OUR **7TH GENERATION MASTER DISTILLER, RON CALL**
- **RUM: XO** DOUBLE-FINISHED HAND-SELECTED RUM BLEND
- **SOURCES:** THREE HAND-SELECTED RUMS FROM SOUTH AND CENTRAL AMERICA
- **AGE:** RUM BLEND AGED UP TO 23 YEARS OLD
- **PROOF:** 100 PROOF / 50% ABV

BESPOKE COLLECTORS PACKAGING WORTHY OF THE RUM ITSELF

- ENCASED IN A METICULOUSLY DESIGNED CRYSTAL DECANTER-STYLE BOTTLE, THIS HIGHLY LIMITED RELEASE IS A TESTAMENT TO TRUE ARTISANSHIP AND SOPHISTICATION
- EVERY DETAIL HAS BEEN CAREFULLY CONSIDERED, FROM THE LUXURIOUS GOLD EMBOSSED LABEL TO THE ELEGANT CLOSURE
- HIGHLY ALLOCATED RELEASE WITH ONLY 400 BOTTLES AVAILABLE FOR PURCHASE
- LARGE MAJORITY WILL BE AVAILABLE ONLINE WITH SELECT TRADE LOCATIONS THROUGHOUT FLORIDA

