



2016 • 07





EXCEPTIONAL AGED  
PUERTO RICAN RUM



THE PINEAPPLE CO

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No great story  
ever started with  
someone drinking  
water.

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**BILL MURRAY**

When Robb Vices member Dave Knowles, the owner of Envy Foods, reached out to us about including his fruit juices in one of our boxes, he wasn't sure if it was going to be a fit (quite simply because his products are healthy, non-alcoholic, and 100 percent natural). Because we love including products created by our own members in boxes, we thought we would give them a try. Once we did, our first thought was, "Hey these juices are great!" Our second thought was, "Let's add booze to them!"

Now, we love a good tropical cocktail. The key ingredient is a high-quality rum, which is why we have presented you with a selection from Don Q, produced by the Serrallés family on the beautiful island of Puerto Rico, one of the great rum-making capitals of the Caribbean. Having the necessary ingredients for an easy-to-make cocktail, the next step was identifying a goblet that would be worthy of our members. What you have here my friends is a resplendent copper pineapple chalice that is deserving of your tropical cocktail. This is a bold vessel for a bold person. Furthermore, someone like you requires more than a simple swizzle stick, which is why we have worked with Melissa's to bring you fine Hawaiian sugarcane chopped into convenient sticks. You work hard. It's hot out. You deserve this drink, and damn it, we know you are going to look good as you enjoy it.



**DANIEL CURTIS**

*Founder, Robb Vices*

## **DRINKING AND HOSPITALITY GO HAND-IN-HAND.**

A first drink is a welcome. A second is a reason to stay. A third is a sign of true friendship...an invite to kick your shoes off on someone else's porch. No spirit signifies a welcome quite like rum. No place is as warm and inviting as the tropics.

Did you know that the pineapple doubles as a symbol of hospitality thanks to traditions born in colonial America? Pineapples were first brought back to Europe by Christopher Columbus, and the wealthiest families fell hard and fast for this spiky, tropical newcomer.

As America was settled and imports from the Caribbean swelled on both shores, it was common for the wealthy to decorate lavish tables with pineapples. Some sources report grocers would even rent them for display purposes.

This month, we bring you not one, but three everlasting symbols of hospitality, molded from copper by the stylings of W&P Design. You'll also find five exceptional expressions of Don Q Rum from the sunny shores of Puerto Rico, fresh and natural mixers from Envy Juices, and a pretty package of swizzle sticks made from raw sugarcane.

This box begs for experimentation, and we've also included the drink stylings of one of the world's most versed bartenders in the art of Tiki tipples.





# Mr. Q, *Who are you?*

—  
VICES GETS SOME A BEHIND THE Q

Every bottle of Don Q Rum starts with a local fermentation of molasses and special yeast strains. After undergoing a distillation process through a five-column still, each rum is aged (for a determined number of years depending on the type) in American White Oak barrels.

“Our family has been producing rums in the same place in Puerto Rico for 150 years,” says Roberto Serrallés, Co-creator of Don Q. “In that time, we have developed a unique style that is versatile enough to elevate any cocktail yet smooth enough to sip on the rocks.”

While the science behind the liquid is crucial, Serrallés knows there’s more to making and selling great rum. It’s the people that make the difference. We love celebrating Don Q Rum in this box, because they keep hospitality and an island sense of camaraderie at the forefront of their operation.

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**Roberto Serrallés**  
Co-creator of Don Q Rum





Barrels at Destilería Serrallés in Ponce, Puerto Rico



## INTRODUCING

# Roberto Serrallés

For more than 150 years, the Serrallés men have been making rums. Robert Serrallés is now the sixth generation to carry on this family passion for a beautifully sweet and balanced spirit. He brings modern science to tradition as well, with a PhD in Environmental Science. Destilería Serrallés has now implemented a state-of-the-art wastewater system that converts to energy—making this one of the greenest distilleries in the country, in addition to being one of the country's oldest family businesses.

## Who are the people behind Don Q?

**DQ** We are a family owned and operated company that has been very fortunate to have a great group of professionals. I am always amazed by the passion with which our family of employees engages on day-to-day tasks. It is a passion that you can't really hire ... that you simply have to cultivate.

## What recommendations do you have for our members when planning travel to Puerto Rico?

**DQ** Make sure you take the time to explore the island. While San Juan offers some world-class spots like the colonial streets and architecture of Old San Juan, as well as its great restaurants and bars, when you travel through the small mountain towns of the center of the island or the coastal towns around our beautiful coastline, you will encounter very friendly and hospitable Puerto Ricans who are usually willing to share a laugh and a smile.

## What are your favorite ways to enjoy a fine rum?

**DQ** A great, aged rum is an incredibly versatile spirit. My favorite ways depend on the occasion and the time of day. Our light rums, like Don Q Cristal and Caliche, I enjoy in the early evenings after work in simple cocktails like a Daiquiri or with sparkling water and lime or with a high quality ginger beer. Our more robust aged expressions, like Don Q Añejo, I enjoy later in the evening in a Manhattan or an Old Fashioned.

## What do you feel it takes to become a connoisseur?

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