



Serrallés Inc., the producers of Don Q, Puerto Rico’s number-one rum, is proud to announce the release of *Don Q Piña*, the latest expression in Don Q’s family of naturally flavored rums, including *Coco*, *Limón*, *Mojito* and *Pasión*.

This new spirit is crafted with aged rums ranging one to one-and-a-half years in American white oak barrels and infused with 100% natural pineapple juice. No artificial flavors or colors are added. Roberto Serrallés, 6th generation rum maker, Jaiker Soto, Master Blender, and Silvia Santiago, SVP of production at Destilería Serrallés, teamed up for the crafting of this spirit that captures the fresh and bright flavors of this native island fruit with Don Q’s aged rum.

“Don Q Piña is another example of how our team at Destilería Serrallés continues to innovate and expand our brand’s portfolio, while preserving the exceptional character that has been the hallmark of Don Q, Puerto Rico’s number-one rum” stated Roberto Serralles.

Destilería Serrallés is one of America’s oldest family-owned businesses with a rum making tradition that spans 6 generations and over 152 years. Destilería Serrallés is based in Ponce, Puerto Rico where it produces its flagship product, the award-winning Don Q rum, the #1 selling rum on the island. Destilería Serrallés has been commended for its environmentally friendly production initiatives.

Don Q Piña (60 proof)

Visual: Clear.

Nose: Sweet rum and fresh pineapple.

Taste: Fruity with pineapple and light aged rum. This is exactly what it needs to be, and it is done well. Nothing artificial or cloying, just pineapple and blanco rum.

Finish: Medium long with a pleasant tropical fruit flavor