

# The Story of the Pyrat Rum Hoti



Hoti is the omniscient, unmistakable figure on the Medallion that adorns every bottle of Pyrat rum. Where did Hoti come from, and why is this ancient Asian deity the joyous symbol of our ultra-premium rums?

The story of Hoti first begins with the origin of rum. Today, it's widely known that the finest rums in the world are produced in the Caribbean, but the roots of this exceptional spirit trace back to early Asia, where scholars agree the first distillation of sugarcane juice was produced. The tall, thick sugarcane grass was first cultivated in the islands of present-day Indonesia in the East Indies, and then introduced to other parts of Asia and India by Chinese traders.

And so, the history of rum is very much the history of sugar in Asia. Hoti honors Asia's preeminent and important role in the origin of this popular spirit, and fittingly embodies what makes Pyrat the "Enlightened Ultra-Premium Dark Rum."

The Hoti monk is the patron saint and Zen protector of fortunetellers and bartenders. This socially enlightened mystic, often considered the god of contentment and happiness, is always depicted with a cheerful smile, a bald head, and a portly belly (which symbolizes the largeness of his soul, not to mention his appetite for fine tipple). Ancient scrolls tell of Hoti's fondness for libations and he is commonly seen carrying a large cloth sack that never empties, from which he gregariously dispenses food and drink and other treasures, while he generously bestows clairvoyant wisdom, charm, and intelligent wit on all those he meets. According to legend, Hoti is also a soothsayer himself, whose perceptive, awakened predictions always come true – much like bartenders today.

Pyrat rums were truly created in the spirit of Hoti, to evoke happiness, prosperity, and good cheer to enlightened people across the globe who appreciate and understand sophisticated, refined, high-quality spirits.

*"Buy A Stranger A Good Drink And  
They Will Be A Stranger No Longer." – Hoti*