



DISCOVER  
*Puerto Rico*

# INTERNATIONAL PRESS CLIPPINGS REPORT

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OUTLET	TITLE	MARKET	DATE	UMV CIRCULATION	AD VALUE/ EAV (USD)
EuroNews	Puerto Rico is the birthplace of Piña Colada: Here's the story behind the popular cocktail	UK	10/07/2021	135,000,000	\$10,000
Rough Guides	Things not to miss in Puerto Rico	UK	20/07/2021	3,000,000	\$21,649
<b>TOTAL COVERAGE:</b> 2				<b>TOTAL UMV/ CIRCULATION:</b> 138,000,000	<b>TOTAL EAV:</b> 31,649

## Puerto Rico is the birthplace of Piña Colada: Here's the story behind the popular cocktail



We take a look at the legacy behind Puerto Rico's most popular cocktail - Copyright Gettyvia Cariva

Today is National Piña Colada Day in Puerto Rico, the birthplace of this much-loved cocktail. The island was officially given that title back in 1978, when it was recognised for being home to the key ingredient Bacardi - and as the world's overall largest exporter of rum.

### If you like piña colada, head to Puerto Rico

Cocktails command a leading role in Puerto Rico's gastronomic narrative. The piña colada hails from capital city San Juan, but the identity of its inventor remains a mystery on the island.

In 1978, the piña colada was declared the official drink of Puerto Rico. In 2004, Caribe Hilton Hotel was presented with a proclamation signed by Puerto Rico's Governor Sila María Calderón in honour of the 50th anniversary of the beverage.

### Where to go in Puerto Rico for the perfect piña colada

Despite contesting origin stories dating back to the 1960s, both the **Caribe Hilton Hotel** and **Barrachina Restaurant** in Old San Juan serve up exceptional piña coladas for parched travellers.

There are also numerous distillery tours for visitors who want to try a tippie in the tasting rooms, learn the craft behind the mixology and discover the art and history of the Island's staple spirit: rum.

In the city of Ponce in southern Puerto Rico, travellers can find the **Castillo Serrallés Museum**, a 1930s Spanish Revival-style home built by the Serrallés family of DonQ rum.

For an experience closer to San Juan, head to the iconic **Casa Bacardi**, also known as the 'Cathedral of Rum'.

## Puerto Rico's iconic cafe culture for coffee lovers

The island has a cafe culture that dates back over 100 years. The family-owned **Hacienda San Pedro** plantation sits high up in the leafy valleys of the Jayuya, an area with high rainfall, cooler temperatures and a rich combination of soils, providing the perfect environment for artisan coffee cultivation.

Run by Roberto Atienza, the plantation still uses the same century-old coffee-drying drums once used by his grandfather.

Today, visitors to the hacienda can tour the fields, sample the coffee, learn about Puerto Rican coffee heritage at the museum and take home a bag or two.

Unsurprisingly, Jayuya is home to a number of stellar haciendas and cafes, including **Café Tres Picachos** and **Café Nativo**, both of which are situated in lush landscapes and offer spectacular views.

San Juan's cafe culture is renowned for using fresh produce from the inland hills. Fans of coffee art should head to **Café Comunción**, where barista Abner Roldan holds

the title of Puerto Rico's National Latte Art Champion.

## The ultimate piña colada recipe

For those keen to test their mixology skills, the original piña colada recipe by Caribe Hilton can be found here:

### Ingredients:

- 2 ounces white rum
- 1 ounce coconut cream
- 1 ounce heavy cream
- 6 ounces fresh pineapple juice
- ½ cup of crushed ice

### Method:

Put the rum, coconut cream, heavy cream and pineapple juice in a blender. Add

the ice and blend until smooth for about 15 seconds. Serve in a 12-ounce glass. Garnish with a fresh pineapple wedge and a maraschino cherry.



# Things not to miss

## #01 Old San Juan

Explore one of the best-preserved colonial centres in the Americas, where the narrow streets are lined with elegant townhouses and a rich choice of enticing restaurants.



© Aneta Waberska/Shutterstock

## #02 Paso Fino horses

Ride these friendly horses along the beach or through the jungle and experience their exceptionally smooth gait.



Paso Fino horse © horsemen/Shutterstock

### #03 Playa Flamenco, Culebra

Nothing beats waking up on this unspoiled expanse of silky white sand, one of the most dazzling beaches in the world.



© Chad Zuber/Shutterstock

### #04 Observatorio de Arecibo

The world's largest radio telescope is an awe-inspiring sight, with plenty of thought-provoking exhibits on hand to satisfy budding scientists and aspiring astronauts.



Large radio telescope dish in Arecibo national observatory © Photo Spirit/Shutterstock

### #05 Beach hopping in Vieques

Tour the mesmerizing beaches of Vieques, precious slices of untouched Caribbean wilderness.



Vieques, Puerto Rico © Danita Delimont/Shutterstock

## #06 Diving and snorkelling

The crystalline waters off Puerto Rico contain some of the best-kept secrets in the Caribbean, making it an underwater paradise ideal for diving and snorkelling.



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## #07 Ponce

Puerto Rico's second city is a showcase of ebullient architecture, impressive art and poignant museums, including the lavish home of the Don Q rum empire, Castillo Serallés.



The old town of the city of Ponce in Puerto Rico © Aneta Waberska/Shutterstock

## #08 Salsa

Learn to dance, check out a salsa club or just sit back and enjoy the pros on the island that was home to El Cantante, Gran Combo and Ricky Martin.



Dancing salsa © Ioana Catalina E/Shutterstock

## #09 Piña colada

This sumptuous blend of rum, pineapple and coconut is served everywhere, from ritzy hotel bars to shacks on the beach.



© Brent Hofacker/Shutterstock

## #10 San Germán

Soak up the colonial history in this charming old town, with ornate mansions and delicate churches harking back to the boom days of sugar and coffee.



*San German Cathedral in San German, Puerto Rico © Israel Pabon/Shutterstock*

## #11 Surfing

Puerto Rico is hammered by the full force of the Atlantic swells in the winter, its north coast lined with dizzying breaks.



© James Parascandola/Shutterstock



## **#12 Casa Bacardi**

Learn everything there is to know about the Caribbean's favourite tipple at the "Cathedral of Rum".



© Ruslan Seradziuk/Shutterstock

## **#13 Coffee**

Puerto Rican coffee once supplied the Vatican, and today the island's fertile soils and ideal climate are fuelling a resurgence in potent, gourmet brands.



Coffee plantation © Fotos593/Shutterstock

## **#14 El Yunque National Forest**

Puerto Rico's most enchanting reserve of pristine rainforest, jungle-covered peaks and bubbling cascades is laced with panoramic trails.

## #15 El Morro

Even Sir Francis Drake couldn't take this spectacular Spanish fortress, a whopping sledgehammer of stone and cannons that has guarded San Juan Bay for over four hundred years.



© John Wollwerth/Shutterstock

## #16 La Ruta Panorámica

Explore this winding route along the island's mountainous spine, a world of misty forests, coffee farms and roadside stalls selling roast pork.



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