

PALIRNA
UL. ŽITNÁ 100
PROSTĚJOV
500 YEARS OF TRADITION

ENJOY THE REFRESHING LONG DRINKS WITH HEFFRON RUM ELIXIRS

HEFFRON ORIGINAL

Heffron Original has a pleasantly delicate, slightly sweet, yet still distinctive taste with hints of vanilla, caramel, and a resonance of woody tones.

PANAMA LIBRE

- 15 cl Coca Cola
- 4 cl Heffron Original
- Lime

HEFFRON COFFEE

A rum elixir combining high quality Panama rum and selected, freshly roasted coffee. The taste is sweet, but retains the typical woody tones and a pleasantly warm finish typical for rums.

PANAMA DESPERTÓ

- 15 cl Bitter Lemon
- 4 cl Heffron Coffee
- Lime

HEFFRON COCONUT

A rum elixir combining high quality Panama rum and fresh coconuts from selected areas of the Caribbean. The taste is sweet, but retains the typical woody tones and a pleasantly warm finish typical for rums.

PIÑA PANAMA

- 15 cl pineapple juice
- 2 cl of coconut syrup
- 4 cl Heffron Coconut
- Mint

back side

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ENJOY THE TASTES OF PANAMA

front side

HEFFRON PANAMA RUM

The roots of rum Heffron go back to the distillery in Las Cabras de Pesé in Panama, the partner distillery of the Czech Green Tree Distillery, which is the oldest distillery in Europe.

The spiritual father of Heffron is master blender Francisco Fernández, also known as "Don Pancho". He has more than 50 years of experience in rum production. He began his career in Cuba in the 1960s, where as a director of the beverage industry he contributed to improvements that are used as standards today. Don Pancho has lived in Panama since the 1990s, where he produces the best rums in the world.

PRODUCTION PROCESS

RAW MATERIAL
Molasses from high quality sugar cane

FERMENTATION
Takes place at a controlled temperature of 32° C and pH 4.0 - 4.5

DISTILLATION
At precisely controlled temperatures in a continuous distillation column

MATURATION
Each drop matures for the declared time in the barrels, the solera system is not used

TRANSPORT
The rum travels in cask strength via ships to the Green Tree Distillery

BOTTLING
Rum Heffron is bottled in the oldest European distillery in Prostějov, Czech Republic

inside – left

HEFFRON 5YO RUM BOURBON CASK

- Each drop of the rum matures for 5 years
- Matures in carefully selected barrels after American bourbon. These give it a completely unique character
- The taste is drier with strong woody tones and hints of tropical fruit

HEFFRON 10YO RUM

- Each drop of the rum matures for 10 years
- Matures in carefully selected barrels after sherry, bourbon, and cognac
- Their blend is a masterpiece that has a perfectly balanced palette of flavor tones and aromas

inside – right

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Project: **Heffron, sales presenter, EN** Material: White paper
 Size: **210 × 148,5 mm** Colours: CMYK
 Date: **3. 5. 2021** Effects: -
 Print. tech: **offset** Don't print: Technical drawing