

The secret formula of the 'Pálido' arrives to Europe turning Motril into the capital of rum

LOCATION: Motril (Granada)

DURATION: 1:30

SUMMARY: The mythical 'Pálido' rum made in the Montero Distillery at the Andalusian province of Granada has started an internationalization process that is taking it to countries such as Italy, Belgium, Germany and soon England. This process is part of an ambitious project that intends to turn Motril, its hometown, in the tourist capital of rum. By the way, it is said that its formula is as secret as Coca Cola's.

VTR:

There was a time when sugar cane was the economic engine of Motril, a town of the Andalusian province of Granada. A resource that this man, uncle Paco, knew how to exploit, producing a rum that has become an identity sign of Granada and whose formula it is said to be as secret as Coca Cola's.

ANDREA MONTERO
Manager of the Montero
Distillery

"There are a lot of rumours regarding the famous recipe. He always used to say that the important things were having good raw material and not being in a hurry for selling."

After he passed away, her great-niece Andrea is now in charge of the distillery. Aged 28, she is leading the internationalization process of this rum that now is sold in several European countries.

ANDREA MONTERO
Manager of the Montero
Distillery

"Now we are in Italy, Belgium, Germany and I hope we will be in England soon too. Apart from that, we also want to spread around Spain."

In their fiftieth anniversary they have joined efforts with the town of Motril, trying to restore the importance of sugar cane as a tourist attraction.

ANDREA MONTERO
Manager of the Montero
Distillery

"We intend to create a rum destination."

For the moment they have promoted a gastronomic route in the county, in which we can taste delicacies as this lobster stew, with rum, of course, the special touch.

CHEF

"It is going to give a special essence to flaming."

Or well-seasoned cocktails difficult to resist.

BARTMAN

"Bon apétit."

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